

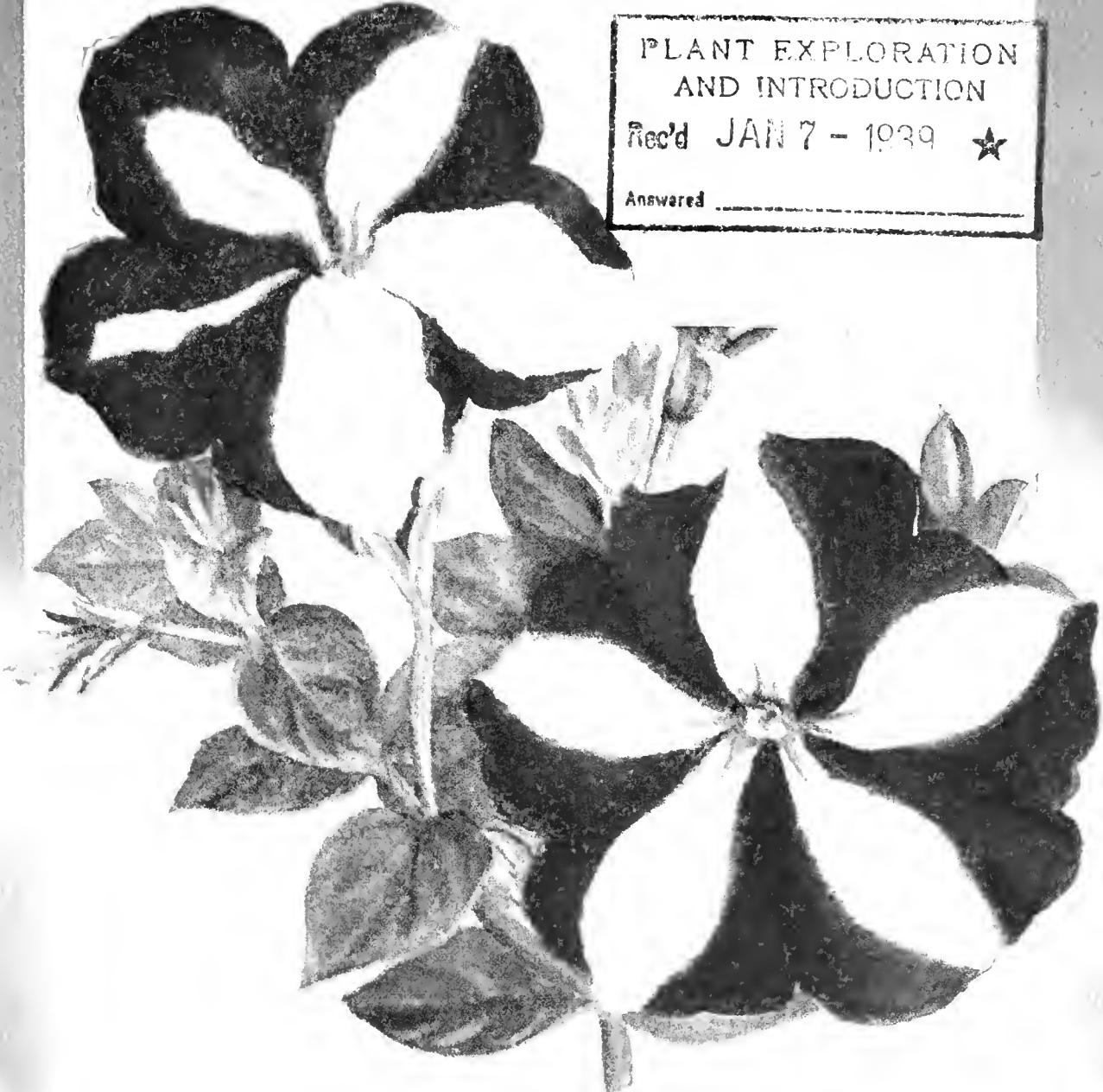
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PLANT EXPLORATION
AND INTRODUCTION

Rec'd JAN 7 - 1939 ★

Answered



PETUNIA "EXPOSITION STAR"

NEW YORK WORLD'S FAIR 1939

SAN FRANCISCO GOLDEN GATE EXPOSITION 1939

AMERICAN BULB COMPANY

1335 WEST RANDOLPH STREET, CHICAGO • 31 WEST 27th STREET, NEW YORK

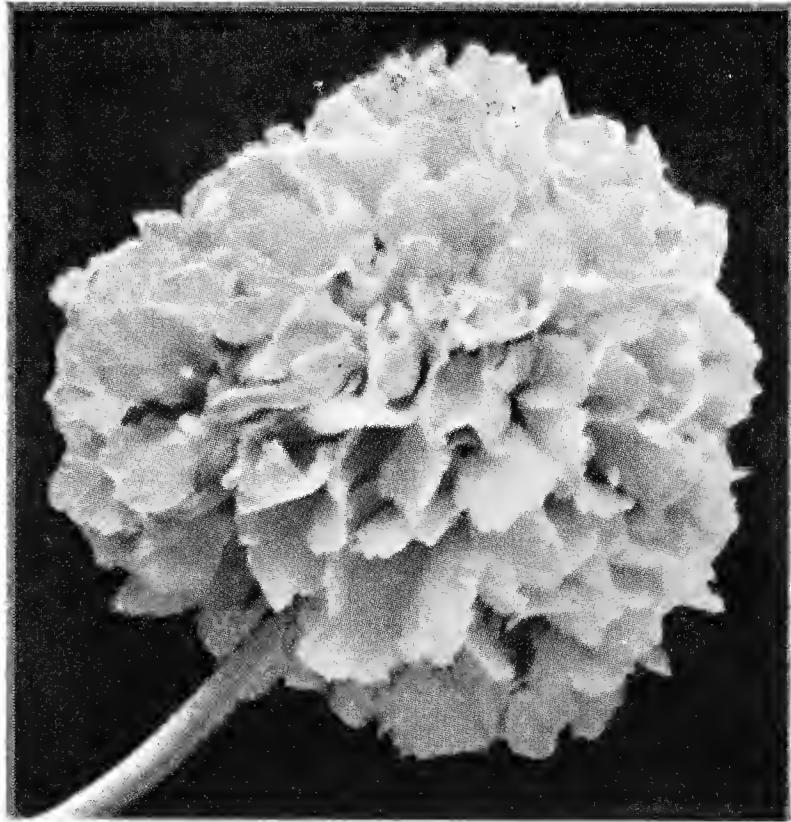
IMPORTERS AND GROWERS
SEEDS, BULBS AND PLANTS

American and European Novelties

WHOLESALE PRICE LISTS FOR FLORISTS, SEEDSMEN AND NURSERYMEN

Spring Edition 1939





SCABIOSA IMPERIAL GIANTS "BLUE MOON" (Bodger)

Introducer's Description

Although we hybridists may sometimes feel that the business of producing new flowers is just a routine day-after-day job, every once in a while we are buoyed up when we succeed in guiding a plant into hitherto unsuspecting and unimagined beauty. Such has been our experience during the development of a strikingly beautiful Scabiosa which we present herewith—Scabiosa Imperial Giants "Blue Moon." The flower form is as different from the existent Scabiosa varieties as Nasturtium Golden Gleam is different from the old singles, or the Dahlia Flowered Zinnia differs from old Zinnia types. Instead of a flower composed of a few rows of broad petals surmounted by a flat pincushion-like top of small petals, this new type has flowers composed entirely of broad, heavy, wavy petals, eliminating the pincushion center entirely. In other words, the flower is literally fully double. Because of this complete doubleness, the flowers are of course extremely large and deep, $2\frac{3}{4}$ inches across and 2 to $2\frac{3}{4}$ inches deep, about the shape of an old-fashioned beehive. The color is a rich deep lavender blue, a shade which maintains its effectiveness indoors or out. The plant type is just as great an improvement over the old as the flower itself. In its development we have followed the modern trend of streamlining for space-saving. Plants are extremely upright growing, tall, 42 to 48 inches in height as grown on our ranches and the long, heavy yet wiry stems hold the flowers proudly erect, completely eliminating the weak necks which are a fault of older types. "Blue Moon" is an ideal cutting type, because of the stem length, fully 27 inches even when field grown, and especially because the large beautifully shaped flowers are a luscious shade of deep lavender blue so hard to find in annual flowers.

Tr. Pkt. 50c $\frac{1}{8}$ oz. 75c $\frac{1}{4}$ oz. \$1.25 Oz. \$4.50

Scabiosa Imperial Giants "Blue Moon"

NIEREMBERGIA CAERULEA (Hippomanica)

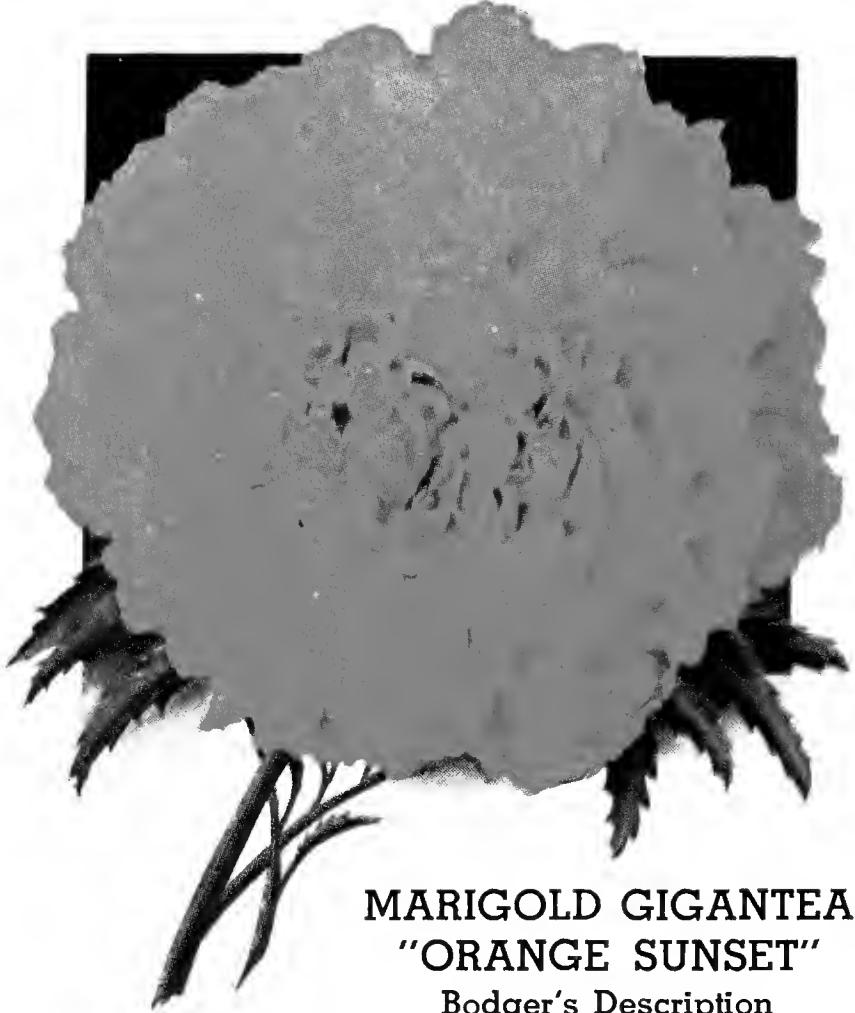
Introducer's Description

Of all the hundreds of new flower introductions which have come under our observation during the course of the past few years, none has caused so much comment from visitors to our farms as this little Dwarf Cup Flower, Nierembergia Hippomanica. With the possible exception of Zinnia Linearis, it will outbloom any flower we have growing. It starts flowering when the plants are only about two inches tall, that is about 15 weeks after the seed is sown, and keeps on right up until the heavy frosts of late fall. It is at all times neat and tidy looking, the young flowers coming and covering the older flowers and seed pods. The lovely lavender-blue shade, heightened by a touch of yellow in the center, is most charming. Plants are definitely dwarf, compact—streamlined, if you will—and not over 5 or 6 inches tall, and with a spread of only 8 to 10 inches. Foliage is light gray green, very inconspicuous, and there are literally dozens of flowers in bloom at a time throughout the summer. As an edging plant, for the border along a walk, or to outline beds of larger flowers, it has no equal, while for use in the rockery it is unexcelled, and is extremely lovely in a window box or in flower pots. It is a half hardy perennial which will winter over if given some protection. In the southern warmer sections, no protection will be necessary. The plants should be cut back at the end of the season and will send out fresh growth in the spring. A bed of the above, bordered with Dwarf Sweet Alyssum, on our trial grounds the past season, was indeed a beautiful sight throughout the summer season.

Tr. Pkt. 50c $\frac{1}{16}$ oz. \$3.00 $\frac{1}{8}$ oz. \$5.50



Nierembergia Caerulea (Hippomanica) (Dwarf Cup Flower)



MARIGOLD GIGANTEA "ORANGE SUNSET"

Bodger's Description

Outstanding in three very important characteristics, we present Orange Sunset as the foremost Marigold variety of the year. The flowers, which average 5 inches and over in diameter as grown in the fields, are unquestionably the last word in the attainment of size. Quite naturally a flower of these dimensions is one of the showiest and most colorful garden subjects. Add to these attributes of size and showiness their delightful sweet fragrance, and you have a combination hard to resist. Like its parent variety, Sunset Giants, Marigold Orange Sunset has flowers that are loosely formed, very full centered, with broad, heavy, wavy petals which gracefully overlap to make a flower ideal not only for garden decoration but for cut flower use as well. The color is a deep, rich, lively orange, one of the most admired shades found in the Sunset Giants Mixture. The plants are strong growing, upright branching in habit, usually about 3 feet tall, producing a heavy growth of foliage, and with 6 to 8 heavy branches, each bearing 3 to 6 large flowers. Blooming commences about the first of August in most sections of the country, in late June in the southern states, and flowers can be depended on well before frost in any latitude. Orange Sunset has been tested and found to be a fine forcer in the greenhouse, and will come over 65 percent double.

Tr. Pkt. 50c $\frac{1}{8}$ oz. 75c $\frac{1}{4}$ oz. \$1.35 Oz. \$5.00

AMERICAN BULB COMPANY

1335 WEST RANDOLPH STREET, CHICAGO

31 WEST 27th STREET, NEW YORK

Wholesale Price List

Spring Edition—1939

KNOW THE COMPANY AND YOU KNOW THE QUALITY

Since its founding, twenty-three years ago, the American Bulb Company has built upon the confidence it enjoys, an organization that serves 25,000 customers a year.

We do our utmost to secure for you the best bulbs, seeds, and plants that the world produces. Our sources of supply enjoy the best reputation, and these suppliers cooperate with us to an extent that has enabled us to present to the trade some of the finest introductions that are now in commercial use, but still we are constantly searching the world over for some new and better item to benefit the industry.

We wish all our customers a happy and prosperous year, and we pledge to do our part to justify your continued confidence.

A. MILLER, President

BEN MILLER, Vice-President



J. J. KARINS, Vice-President

A. L. KOEHLER, Secretary-Treasurer

SEND ORDERS FROM THIS LIST TO OUR CHICAGO OFFICE

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AMERICAN BULB COMPANY

1335 WEST RANDOLPH STREET • CHICAGO, ILLINOIS

TERMS OF BUSINESS

Routing: Please give explicit shipping directions with each order, giving name of Freight, Express and Post Office stations. If no directions are given, we will use our best judgment, but all goods travel at purchaser's risk.

Parcel Post: We will be pleased to send such items as can be mailed by Parcel Post; customers to remit for postage. We do not deliver any goods free at Wholesale Prices.

Disclaimer: The American Bulb Company gives no warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds (bulbs or plants) it sells and will not be responsible for the crop.

If the customer does not accept the goods on above terms, he must return them at once, and money will be refunded or proper credit given. We exercise, however, the greatest care to fill our orders with the highest quality possible, as it is our constant aim to give our customers fullest satisfaction.

Cash Discounts: Cash with order only.

5% on Flower and Vegetable Seeds.

3% on Bulbs.

2% on Plants.

Otherwise, on bills for Flower and Vegetable Seeds, Bulbs, and Plants, a discount of 2% for payment 10 days from date of bill may be deducted. Exception to the above is taken when goods are supplied under special quotation, in which case particular terms will be noted.

Prices: This list cancels all previous offers.

Unknown correspondents desiring to open an account will please furnish three references to parties in the trade with whom they have had credit relations, and sufficient time to investigate same; otherwise cash must accompany order.

Goods desired C. O. D. must be accompanied by a partial remittance to guarantee acceptance. No perishable stock will be sent C. O. D.

All goods are offered subject to crop failures, shortages or other causes beyond our control and to being unsold on receipt of order, and we reserve the right to advance prices without notice.

1939 A. B. C. NOVELTIES and SPECIALTIES

ANTIRRHINUM "GUINEA GOLD"

Awarded Bronze Medal, All-America Council

This Antirrhinum, like "Royal Rose" and "St. George," is of the Malmaison type, the finest of all for bedding. "Guinea Gold" is an ensemble of orange, gold and terra cotta, free-flowering, erect and sturdy, and truly a valuable addition to this type.

(See inside back cover for other varieties of this most desirable class)

Tr. Pkt. 50c



Antirrhinum "Guinea Gold"

NEW ASTER "ROSALIE"

"Rosalie" is a new shade in the American branching type of Aster. The handsome fully double flowers are 4 inches in diameter. The color is a deep rose-pink, bright and attractive, and the flowers are borne on long, clean stems. What is really outstanding about this new Aster, is its ability to produce flowers that are 100% double throughout the season, and at no time are the centers exposed. "Rosalie" is certain to become very popular for florists as well as for home gardens.

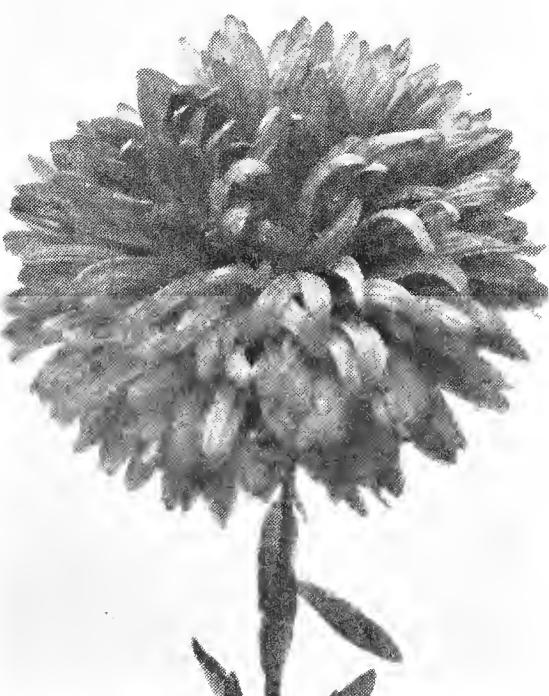
Tr. Pkt. 35c Oz. \$2.50

BEGONIA MULTIFLORA FL. PL. "Coppery Gold" (Benary)

The leaves, like those of Helen Harms, are small, narrow and longish; the rounded flowers are somewhat larger and better filled. Many flowers are like tiny roses, which are nominally very effective when opening. The combination of colors is wonderful: the foundation of old gold or golden

yellow merges into copper red or coppery salmon and is usually tinged with carmine. The seedlings produce about 80% doubles; they bloom profusely and uninterruptedly from July onwards until the frost comes.

Tr. Pkt. \$1.00

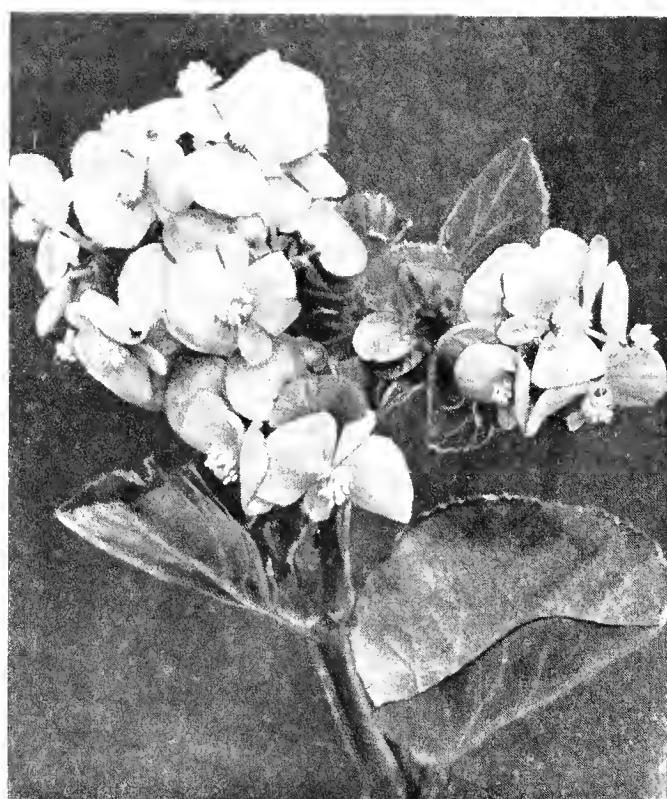


Aster "Rosalie"

NEW BEGONIA "MASTERPIECE" (Fibrous Rooted)

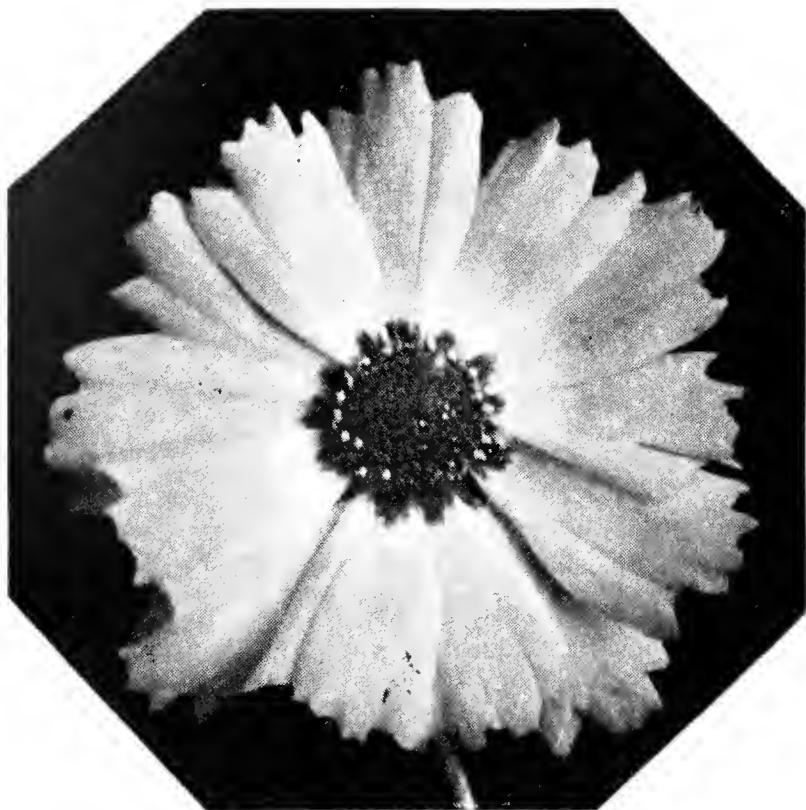
"Masterpiece" is a lovely clear rose-pink Begonia, and the most outstanding in this color class. The large-sized blooms are produced so abundantly that the foliage is really overshadowed. A large bed of "Masterpiece" observed on a large estate near Chicago this past season was a sight to behold. For pot plants as well as for bedding, you have something if you have this exceptional new Begonia.

Tr. Pkt. \$1.25 3 Tr. Pkts. \$3.00



New Begonia "A. B. C. Masterpiece"

1939 A. B. C. NOVELTIES and SPECIALTIES



Calliopsis "Gold Crest"

CALLIOPSIS DRUMMONDI SEMI-DOUBLE
"GOLD CREST"

"Gold Crest" is a fine novelty with beautiful flowers of a rich golden brown color with a reddish brown zone, that average 2½ to 3 inches across and comes with a double row of petals. A big improvement over the old "Golden Wave."

Tr. Pkt. 15c ¼ oz. 25c Oz. 75c

CELOSIA "ROYAL VELVET"

Awarded Honorable Mention, All-America Council

A new, early blooming, base-branching plant growing about 2 feet high. Extra large center head of rich ruby red with velvety texture surrounded by numerous erect branches mounted with medium-sized combs. The foliage is bronzy green with reddish margins. "Royal Velvet" is easily grown and blooms from spring till frost, making it ideal for bordering and massing effects. It can also be used for dried winter bouquets. This new novelty should be of interest to growers and seedsmen.

Tr. Pkt. 35c ⅛ oz. 85c ¼ oz. \$1.50

NEW BEGONIA (Semperflorens Type) "Scandinavia"

(Eriksson's Description)

A new, large flowering pot plant Begonia, originated in Sweden and introduced by Ernst E. Eriksson, Riverside, Illinois. The habit of this Begonia is very outstanding. The easiest and fastest growing Semperflorens Begonia I have ever seen. You will be surprised to see how soon you have to space them and what a wonderful branching, free flowering and lasting habit it has. The colors are about 70% pinks, 20% reds and 10% inbetween, outstanding colors, all very clear. They have dark green foliage, are absolutely self cleaning and the shedded flowers do not spot or rot the foliage. Think of it! They can be used for any purpose, as a house, combination or bedding plant. For florists large or small, a real money maker. Sow seeds in October and November for Mother's Day purpose and in January for Memorial Day and any time in Summer and early Fall for Winter blooming. Every pot plant grower in this country and Canada should try this Begonia.

Tr. Pkt. \$1.50 3 Tr. Pkts. \$4.00



Celosia "Royal Velvet"

CHRYSANTHEMUM "BRIDAL ROBE"

Pure white, extra double flowers, fine foliage, and compact growth are the outstanding characteristics of this novelty. (Award of Merit by the Royal Horticultural Society of England.) It is excellent for cutting or bedding. This is a biennial, but can be treated as an annual by sowing seed early in the year.

Tr. Pkt. 25c Oz. \$1.50



Carnation "Allwood's Hardy Cottage Strain"

CARNATION
Allwood's
Hardy Cottage
Strain

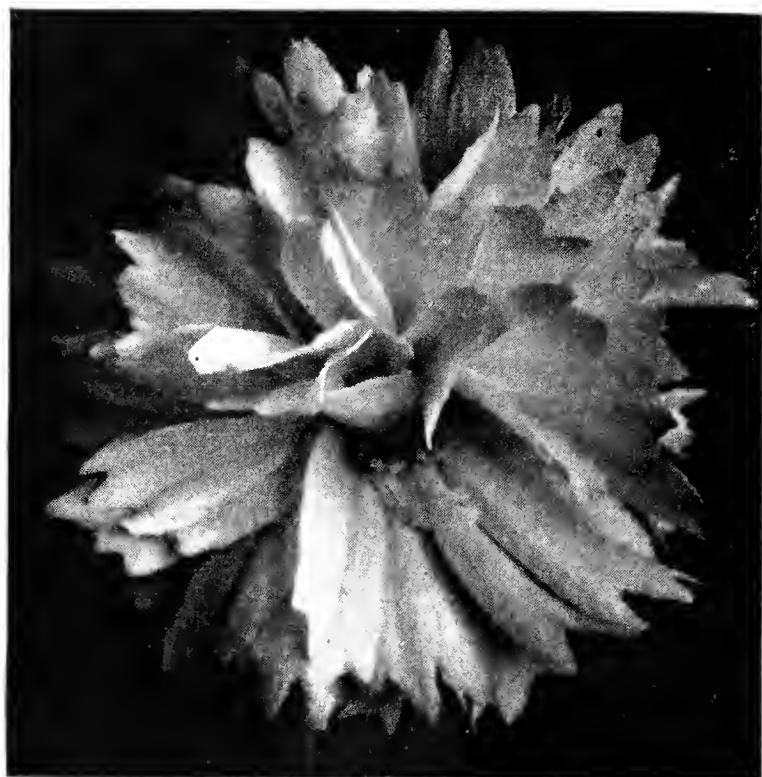
A completely new breed of hardy garden Carnations! A very fine race that will give the greatest satisfaction in any garden. With their good range of colors, absolute hardiness, and stocky habit of growth, they do not require staking. They commence to flower early and continue in bloom for a lengthy period. Tr. Pkt. 50c

1939 A. B. C. NOVELTIES and SPECIALTIES

**COREOPSIS GRANDIFLORA DOUBLE
"NEW GOLD"**

The flowers are large and fluffy, fully double, and of deep golden yellow color. They are produced on long graceful stems that are so desirable for cut flowers. The flowers range from 2 to 2½ inches across and the strain comes better than 85% double. A very popular perennial for early summer blooms.

Tr. Pkt. 25c ¼ oz. 35c Oz. \$1.25



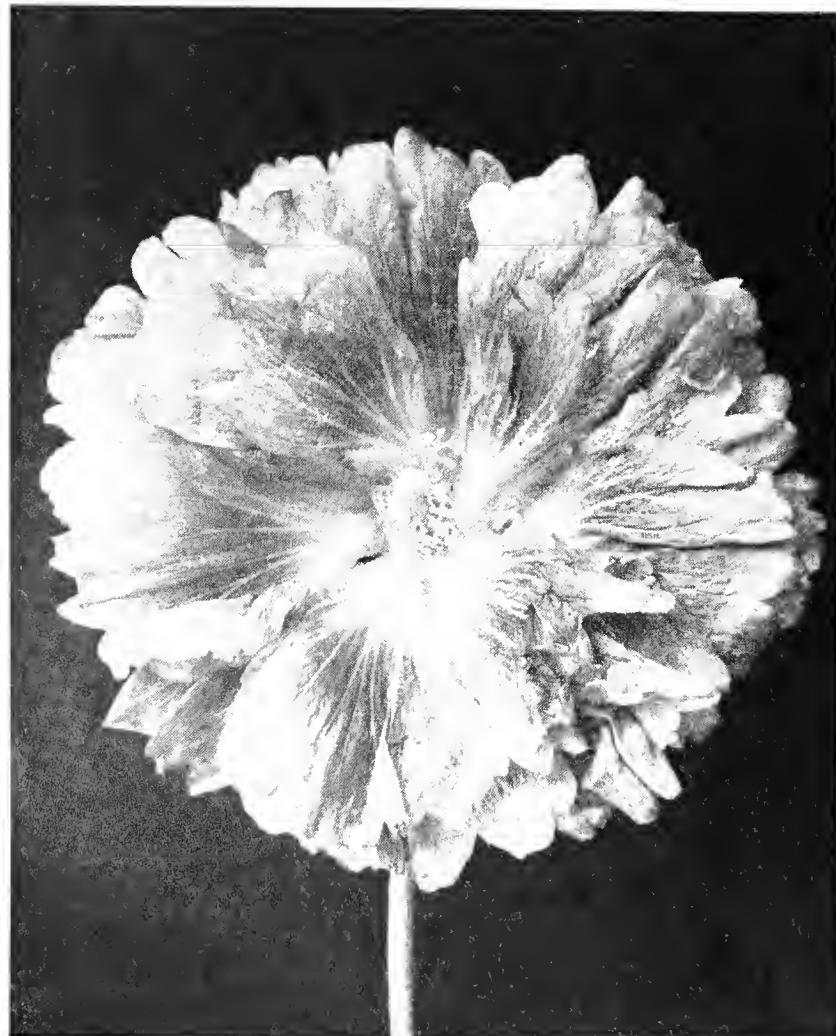
Coreopsis "New Gold"

ANNUAL HOLLYHOCK "INDIAN SPRING"

Awarded Silver Medal, All-America Council

"Indian Spring" produces flowers of attractive bright rose and rosy carmine shades, of a size similar to the Single Perennial Hollyhock; however, seed sown in February will bloom freely in early August. "Indian Spring" attains a height of six feet or more, with flowering branches produced freely from about a foot from the soil. "Indian Spring" produces a compact pyramidal plant that is worthy of high recommendation.

Tr. Pkt. 35c



Annual Hollyhock "Indian Spring"

**COSMOS
"Double Extra Early Sensation" Mixed**

The fluted flowers are most informal as they bloom in a variety of shapes and forms, though the doubles percentage is quite high as the seed was hand picked from double plants only. It is difficult to do justice to the beauty of these large and perfectly moulded double flowers in a written description.

Tr. Pkt. \$1.00 Small Tr. Pkt. 35c



Cosmos "Double Extra Early Sensation Mixed"

1939 A. B. C. NOVELTIES and SPECIALTIES



Marigold "Golden Harmony"

MARIGOLD Dwarf French Scabious Flowered "Golden Harmony"

"Golden Harmony" is ideally fitted for both border and bedding purposes, being only 11 inches tall and very compact in form. The flower is of the quilled scabious type and has a single row of broad guard petals on the outer edge. The color is a glowing golden yellow and both quill and guard petals hold to this color. "Golden Harmony" is literally covered with hundreds of 2-inch flowers, and produces 100% double blooms. We anticipate the popularity of regular "Harmony" for this desirable new introduction.

Tr. Pkt. 35c $\frac{1}{8}$ oz. 60c $\frac{1}{4}$ oz. \$1.10 Oz. \$4.00

MARIGOLD Mexican Semi-Dwarf "Harvest Gold"

With the increasing popularity of Mexican Marigolds, due to their more branching and floriferous habit, and their bearing practically 100% doubles, we have the new Mexican "Harvest Gold." The plants are 1½ to 2 feet high, and bloom from July onward, bearing 20-25 elegant blooms of a bright golden orange color. Very desirable.

Tr. Pkt. 25c $\frac{1}{4}$ oz. 50c Oz. \$1.50



Marigold Mexican Semi-Dwarf "Harvest Gold"



Marigold "Coronet"

MARIGOLD Dwarf French Scabious Flowered "Coronet"

"Coronet" is a recent development off the ever-popular Harmony type. It has the usual dwarf habit growing about 18 inches tall and makes a very even growth. The flowers vary in size between 1½ and 2 inches and come about 95% double. Each flower has a single row of reddish brown guard petals with a quilled deep golden yellow center. The guard petals are outlined with a thin strip or band of yellow. This quilled center of "Coronet" is a deeper golden yellow than that of Golden Harmony and "Coronet" will be useful for both bedding and cutting, due to its uniformity of growth.

Tr. Pkt. 35c $\frac{1}{8}$ oz. 50c $\frac{1}{4}$ oz. 90c Oz. \$3.50

MARIGOLD "Early Sunshine"

Awarded Bronze Medal, All-America Council

This is an extra early flowering strain of the famous variety "Dixie Sunshine" and grows about 24 inches tall, and bushy. The flowers are sulphur yellow in color, 2 to 2½ inches in diameter, and with incurved petals. The foliage is of yellowish green.

Tr. Pkt. 35c $\frac{1}{8}$ oz. 50c $\frac{1}{4}$ oz. 90c Oz. \$1.00

MARIGOLD "Golden Glow"

Awarded Honorable Mention, All-America Council

This is a new flower form of the odorless African type of Marigold for cutting and bedding. Bushy 2½-foot plants have golden yellow, closely packed tubular petals with a collar of guard petals. Very free flowering.

Tr. Pkt. 35c $\frac{1}{8}$ oz. 50c $\frac{1}{4}$ oz. 90c Oz. \$1.00

1939 A. B. C. NOVELTIES and SPECIALTIES

PETUNIA "LADYBIRD"

Awarded Bronze Medal, All-America Council (1938)

The color of this new Petunia is outstanding—a bright carmine overlaid with scarlet. It is of low bushy growth, and with the small round flower it is especially suitable for use in the open. It is sturdy and able to withstand inclement weather. Planted in a sunny position, it will provide a wealth of bloom, and in combination with other colors it can be strikingly effective. Tr. Pkt. \$1.00

VERBENA HYBRIDA GRANDIFLORA "MOUNTY"

"Mounty" is a new Verbena that has great commercial possibilities. Its color is a solid deep rose red, without the usual white eyes. It grows to 18 inches and produces a multitude of 4-inch flowers. A really excellent novelty.

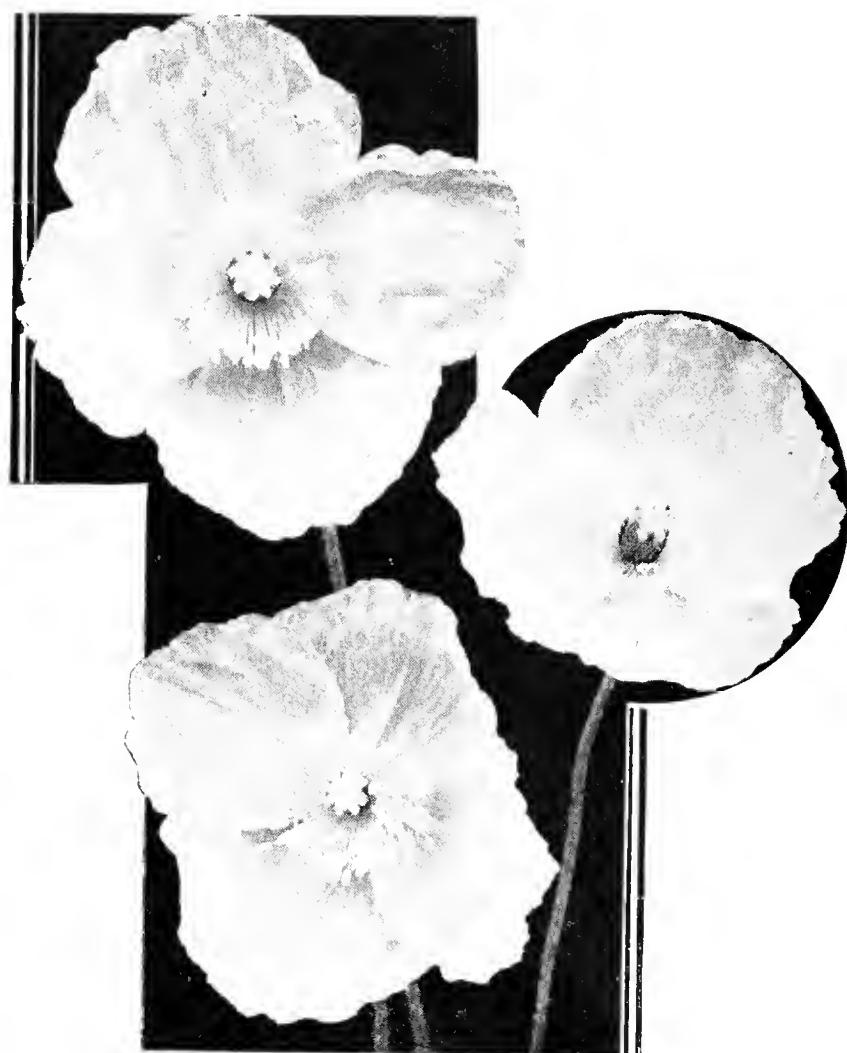
Tr. Pkt. 35c 1/8 oz. 50c 1/4 oz. 75c Oz. \$2.50

VERBENA "BLUE SENTINEL"

Awarded Bronze Medal, All-America Council

"Blue Sentinel" is a rich navy blue self-color with medium size florets and trusses. The plant grows 10 to 12 inches high, very erect, and the trusses are held well above the foliage. This is very good for cutting, and forms neat, dark beds.

Tr. Pkt. 25c



Papaver Nudicaule "Red Cardinal"

PAPAVER NUDICAULE (Iceland Poppy) "RED CARDINAL"

"Red Cardinal" is the closest approach to that much-sought-after color in an Iceland Poppy, crimson scarlet. This novelty is as large-flowered as other Nudicaule sorts, and its intensity of color makes it a welcome addition to Iceland Poppies. Tr. Pkt. 50c

DON'S GIANT WINTER FLOWERING PANSY

Pansies at Their Loveliest

One of the most important horticultural introductions of recent years. Plants grow 2 1/2 to 3 1/2 feet high, with six to eight strong upright stems bearing numerous good sized blooms on flower stems 10 to 12 inches long.

Sow in July-August

Seed should be sown under glass in July or August, and the plants benched in the greenhouse about October. Set the plants 12 inches apart in the bench and support in the same manner as Carnations. They may also be grown in 6-inch pots sunk in the bench if desired.

A Wealth of Bloom from December to May

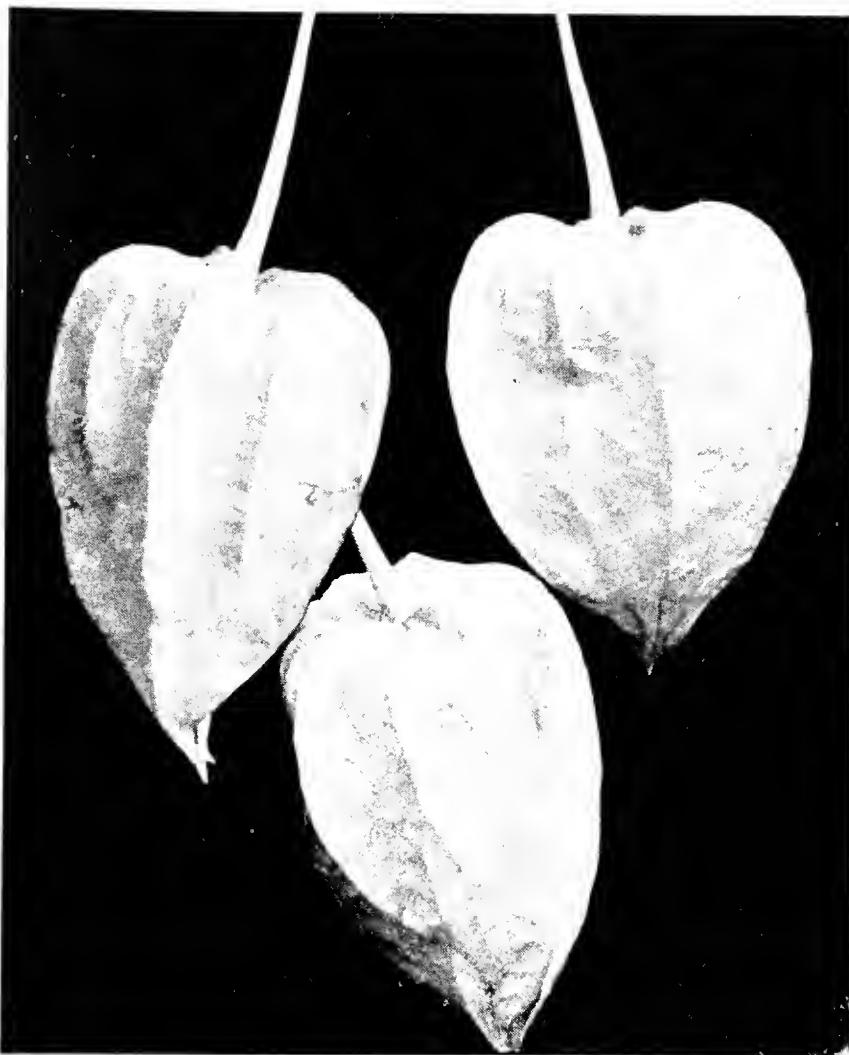
The color range is excellent, and if the blooms are kept cut as they mature the flowering period will continue from December well on into the spring. Our illustration shows some of the plants grown in pots and exhibited at the Chicago spring flower show by Mr. Fritz Bahr, where they attracted considerable favorable attention.

New crop seed ready July, 1939. Tr. Pkt. (100 seeds) \$2.00



Don's "Winter Flowering" Pansy

1939 A. B. C. NOVELTIES and SPECIALTIES

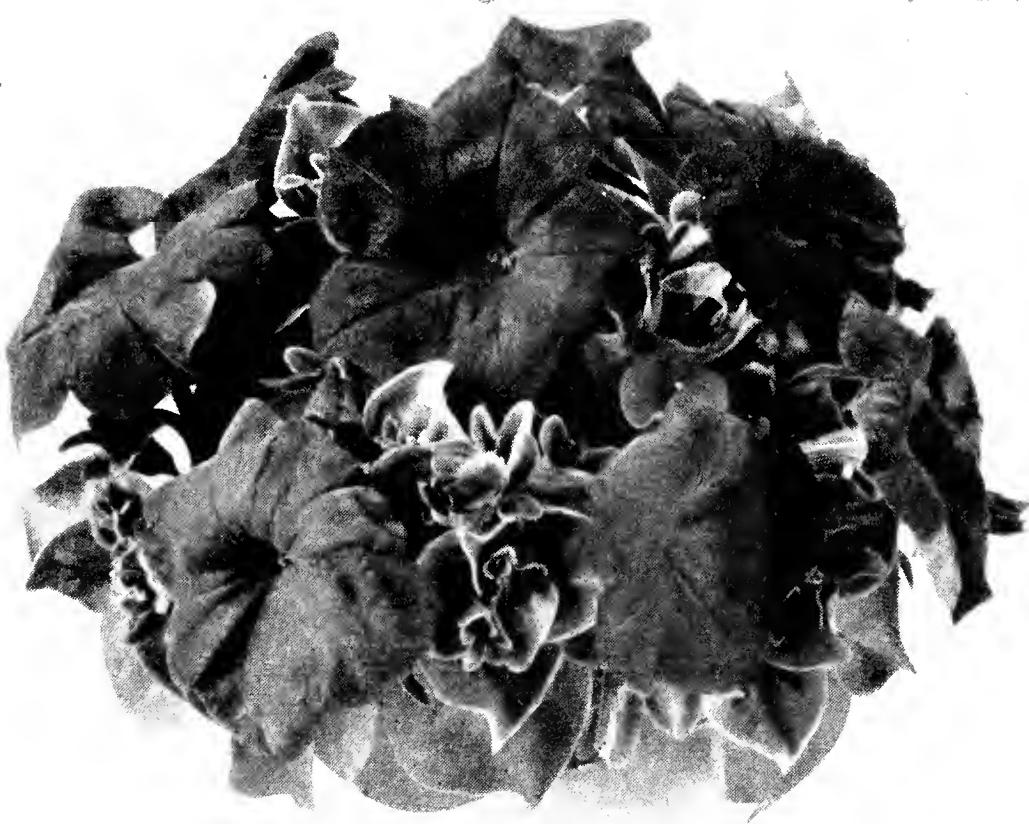


Physalis Franchetti Gigantea

PHYSALIS FRANCHETTI GIGANTEA

A most outstanding introduction which we recommend to our customers with every confidence. The attractive orange-scarlet balloon seed pods are of the same color as the well-known Franchetti, but are twice as large. We are certain this new form will find favor with all who like this fine winter decorative plant.

35c

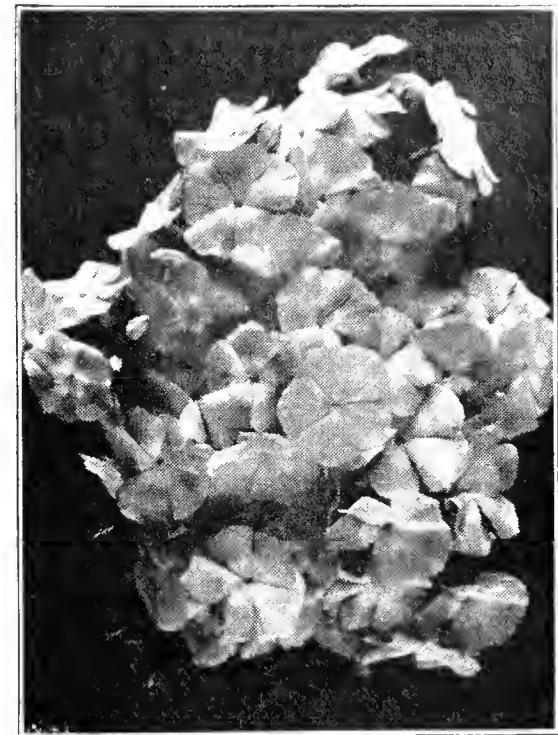


Petunia Grandiflora Nana Compacta "Velvet Ball"

PHLOX DRUMMONDI
"Salmon Glory"

**Awarded Silver Medal,
 All-America Council**

This huge-flowered variety has soft but rich salmon-pink florets with wide creamy white eyes, each floret being about the size of a half dollar. This is truly a grand novelty, and a worthy variety for bedding, boxes, and cutting.

Tr. Pkt... 35c $\frac{1}{8}$ oz... \$1.50

Phlox Drummondi "Salmon Glory"

PETUNIA GRANDIFLORA NANA COMPACTA
"VELVET BALL"

"Velvet Ball" is the last word in compactness, dwarfness and free-flowering habit, reaching a height of about 8 inches with a spread of only 8 to 10 inches. There will be a dozen or more flowers of a luscious shade of deep velvety red in bloom at a time, each flower being about 2½ inches in diameter. The variety comes remarkably true, and for pot plants, or as a border or edging plant, "Velvet Ball" has few equals. The supply of seed is limited, so early ordering is recommended.

Tr. Pkt..... \$1.00 $\frac{1}{16}$ oz..... \$3.00**PETUNIA RUFFLED GIANT "MARILYN"**

With the popularity of the Ruffled Giant type of Petunia and the desirability of salmon colored flowers, "Marilyn" should enjoy immense popularity this season. It has large, shallow, open-throated flowers, ruffled but not fringed, 4 to 5 inches in diameter, in a lovely shade of salmon rose, strongly veined deeper salmon-rose. The plants are free flowering, upright in habit, with broad, heavy foliage,

commencing to flower when but a few inches high and continuing profusely throughout the summer months. "Marilyn" has our highest recommendation, for we know it will be enthusiastically received.

Tr. Pkt..... \$1.00



Petunia Ruffled Giant "Marilyn"

1939 A. B. C. NOVELTIES and SPECIALTIES

NEW SCHIZANTHUS (Butterfly Flower)
"Mother's Favorite"

"Mother's Favorite" is "tops" as a pot plant for Mother's Day and spring sales. Also of exceptional value for cut flowers, this new strain is in a class by itself. A high temperature is not required for Schizanthus, even in the winter months.

Note below what Holm & Olson, the well known retail florists and growers of St. Paul and Rochester, Minn., think of this grand, new Schizanthus "Mother's Favorite."

Rochester, Minn., June 22, 1937.

American Bulb Co., Chicago.

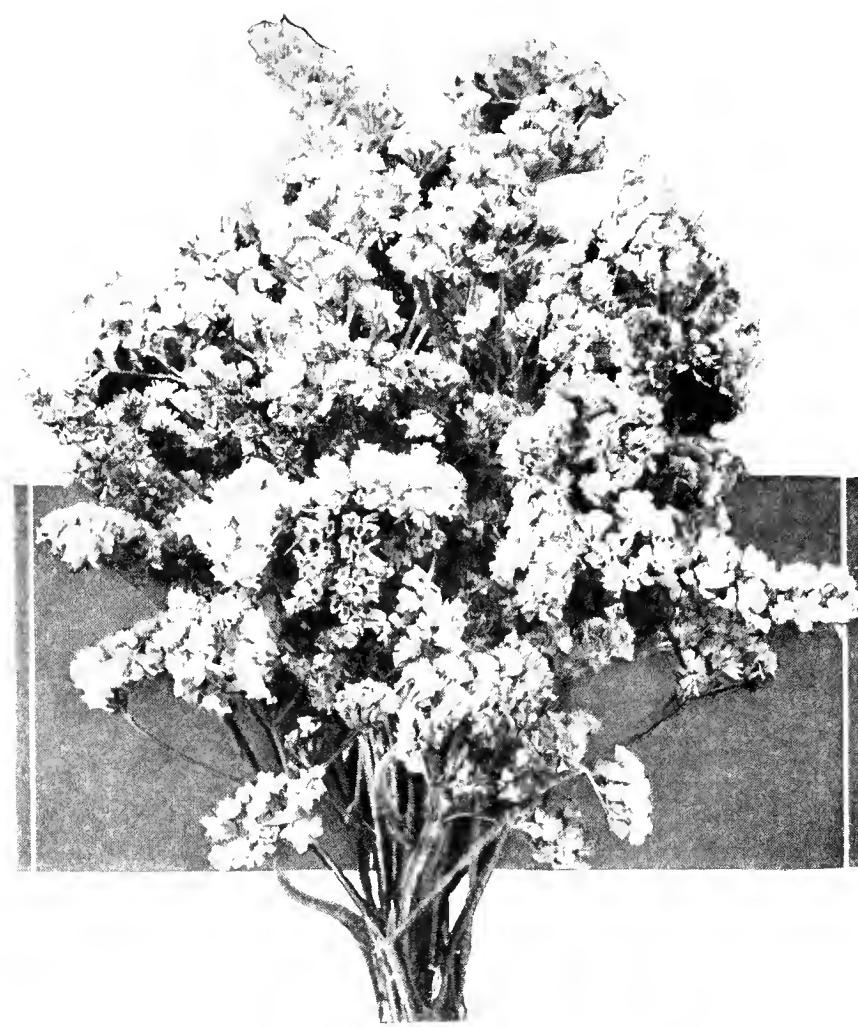
In regard to the Schizanthus, we have grown "Mother's Favorite" very successfully as a pot plant. Seeded about the middle of January, planted in 2½-inch pots, and when ready pot three in a 7-inch pan, and this makes a very fine plant for Mother's Day. These are rapidly becoming very favored by the public, as they, even under such unfavorable conditions as in a hospital, develop to the last bud and present a mass of blooms that last for weeks.

Very truly yours,

(Signed) HOLM & OLSON CO.,

Per H. Thompson, Manager.

Price—Mixed Colors: Tr. Pkt. \$1.25 3 Tr. Pkts. \$3.00



Statice—Stark's New Art Shades Mixed



New Salvia "Blaze of Fire"

STATICE—"STARK'S NEW ART SHADES MIXED"

A glorious blend of entirely new shades of Sinuata Hybrids, that surprisingly omits almost every color previously known in Statice Sinuata. Among these new shades, you will find delicate salmons, strong oranges, chamois and buff tones, blending with deep roses and carmines. The strain is long-stemmed and of robust growth and may successfully be sown outdoors in Autumn in mild climates. We have seldom seen a more beautiful "bunch" than this mixture makes. Tr. Pkt. 35c

SALVIA "BLAZE OF FIRE"

(The Scarlet Salvia Novelty of the Year)

This novelty vies with Chrysanthemum "Golden Crest" for first place in the 1938-39 Flower Seed Novelties. By many, **Blaze of Fire** will, we are certain, be named the "Novelty of the Year" if not the decade, when it has been grown and flowered.

It far surpasses "Harbinger" in earliness. The flowers are the most brilliant and vivid scarlet imaginable, and the habit is ideal for bedding. **Blaze of Fire** is without query the earliest and most dwarf of all Scarlet Salvias, blooming ten to fourteen days before "Harbinger," and it is much brighter in color than that variety. We recommend it to our customers with every confidence, for we are sure of its merit, and the fact that it will quickly become one of the most popular of all bedding plants. Tr. Pkt. 50c

1939 A. B. C. NOVELTIES and SPECIALTIES



Zinnia "Rosalie"

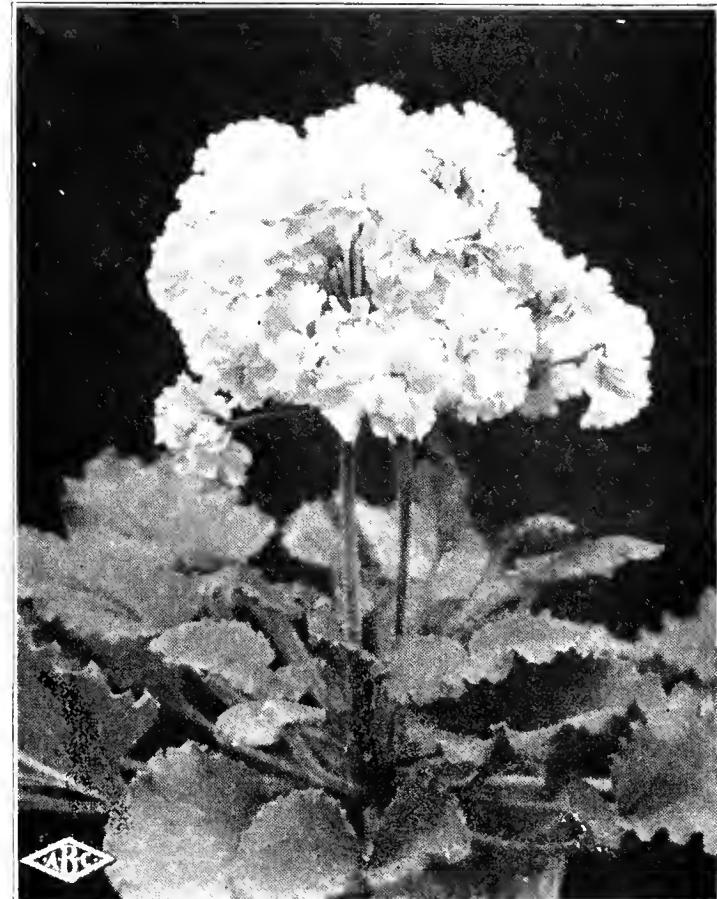
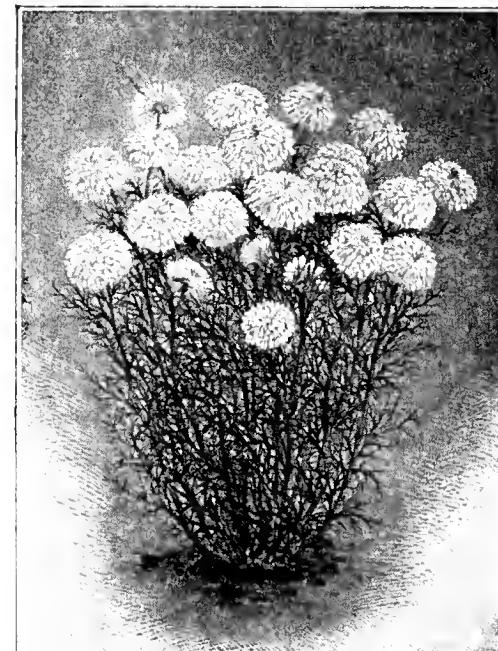
ZINNIA FANTASY "ROSALIE"

With such developments as "Rosalie," it is no wonder that the Fantasy type of Zinnia maintains its place as a reigning favorite. "Rosalie" is a bright intense rose, equally lovely in the garden or as a cut flower. The plants are neat in habit, strong growing, and free flowering, about 2½ to 3 feet in height. The delicate informal flowers, composed of a mass of ray-like petals are distinct from the stiff formal Zinnias. The keeping qualities are excellent. Tr. Pkt. 25c ¼ oz. 60c Oz. \$2.00

New
Double Flowering
Primula Obconica
"Portland Beauty"
 (See illustration)

A double flowering Primula Obconica has been long sought for by plant specialists and we are glad to say that such has now been accomplished by an American grower, Ernst Eriksson of Riverside, Ill., and J. Sylvester of Oconto, Wis., both high class pot-plant growers, tell us that this new Primula has a great future. Shades of dark pink, lavender pink, and rose pink mixed. Since same seeds sparsely and the supply is limited, early orders will have first call.

Tr. Pkt. (About 500 seeds) \$1.50

New Double Flowered Primula Obconica
"Portland Beauty"

Zinnia "Orange Lady"

ZINNIA FANTASY
"ORANGE LADY"

"Orange Lady" brings to the Fantasy group a rich shade of deep bright orange. The 2½ to 3-inch flowers are borne on 2½ to 3-ft. strong well formed plants, that make them exceptionally desirable for cutting. Flowering commences 45 to 50 days after seed is sown.

Tr. Pkt. 25c ¼ oz. 60c Oz. \$2.00



Zinnia "Pastel Tints"

ZINNIA SUPER CROWN O'GOLD
"PASTEL TINTS" (Bodger)

"Pastel Tints" contains a wide range of colors in the pastel shades, soft yellow, old gold, light pink, apricot pink, various shades of salmon, peach and buff, cream and pure white. Flowers are of the Crown o' Gold type, each petal of the flower being overlaid at the base with deep golden yellow, while carrying out the individual flower color at the tip. The plants are tall, about 3 feet, strong, and bear flowers profusely throughout the season, first appearing 60 days after seeds are sown.

Tr. Pkt. 25c ¼ oz. 75c Oz. \$2.50

A. B. C. "Supreme" Quality Florists' Flower Seeds

All of the following are "Annuals" and kinds that bloom the first year, providing seed is sown early, with exception of those preceded by an asterisk (*), which are "Perennials".

HOW TO IMPROVE GERMINATION OF FINE SEEDS — ESPECIALLY DURING THE HOT WEATHER SEASON

Mix "Sorbex" (the finest Peat Organic) with soil in seed flats and pots. **Soil for Seed Flats.** A perfect mixture for the tender germinated seedlings is one part "Sorbex" to two parts screened garden loam—by volume. Prepare this mixture several days in advance of sowing seeds to allow the "Sorbex" time to absorb some moisture. If time is a factor, moisten the "Sorbex" somewhat before mixing with the soil.

"SORBEX". Per 10-bushel bag.....\$2.75
(Follow this by applying "Formaldehyde" or "Ansul Dust.")

LIQUID FORMALDEHYDE. The use of formaldehyde for treating soils for seed planting is recommended where it is not possible to use steam as a means of sterilization.

Qt.....85c Gal.....\$2.50 60-lb. kegs.....\$8.40

ANSUL DUST. Also a popular remedy for Damping-Off control.

1-lb. cans	\$0.75
5-lb. cans	2.00
25-lb. drums	5.50

CUPROCIDE. The standard red copper oxide. Cuprocide is a dusty, finely divided red powder especially designed to cover uniformly and adhere tenaciously to seeds and give them maximum protection against "damping-off".

1-lb. tins	Each \$ 0.90
5-lb. tins	Each 3.75
20-lb. tins	Each 14.00
50-lb. tins	Each 30.00
200-lb. drums	Each 90.00

ABUTILON (Flowering Maple)

Choicest mixed. 1/8 oz.....\$1.25 Tr. Pkt.....35c

*ACANTHUS LATIFOLIUS (Bear's Breach)

Stately perennial foliage plant with large decorative leaves.
Tr. Pkt.....10c Oz.....30c

ACHILLEA (Milfoil, Yarrow)

***Ptarmica** "The Pearl". One of the best hardy white perennials. Grows about 2 feet high. Is covered with heads of purest white double flowers from June until frost. Tr. Pkt....25c 1/4 oz....50c Oz....\$1.80
***Millefolium** (Bright Magenta Red). 3 ft. Tr. Pkt....25c Oz....\$1.60

ACONITUM (Monkshood, Helmet Flower)

***Napellus.** Produces long spikes set with blue flowers. Well adapted for planting among shrubbery or in shady corners. Seed is of slow germination; 3 to 5 feet. Tr. Pkt.....25c Oz.....\$1.40

***Wilsoni.** A tall growing variety, 5 to 6 feet high, producing during the late fall very effective violet-blue flowers.

Tr. Pkt.....25c Oz.....\$1.80

***Fischeri.** An improved strain; compact habit; with bright blue flowers.
Tr. Pkt.....25c Oz.....\$1.80

ACROCLINIUM (Everlasting)

Excellent for cutting.
Double Giant Mixture.....(Lb. \$8.00) \$0.15 \$0.80
Fl. Pl. Double Pink.....15 .40
Album Fl. Pl. Double. White.....15 .40

*ADONIS VERNALIS

A good spring flowering perennial with large, yellow flowers.
Tr. Pkt.....25c Oz.....\$1.60

AGERATUM

New Ageratum Fairy Pink. Ageratum Fairy Pink is a dwarf compact Ageratum of a delightful soft salmon rose-pink color. It begins blooming when not more than 1 1/2 to 2 inches high and continues to grow until it has formed a solid, compact mass of blooms. Its maximum height when it is in full bloom is not greater than five inches.
Tr. Pkt.....35c 1/4 oz.....\$2.50

Tr. Pkt. Oz.
Mexicanum Blue. 2 ft.....\$0.10 \$0.40

Mexicanum Album. White. 2 ft.....10 .40

Blue Boy. Very dwarf; growth uniform; rich shades of blue.....(1/4 oz. \$1.50) .50

Blue Perfection. Dark blue bedder. 8 in. (1/4 lb. \$2.00) .15 .60

Blue Ball. An improved Blue Perfection. 6 in.....15 .75

Blue Cap. Dwarf, compact, flowers larger than "Little Blue Star" and deeper in color.....(1/4 oz. 80c) .35 3.00

Imperial Dwarf Blue.....(1/4 lb. \$1.75) .15 .50

Imperial Dwarf White.....(1/4 lb. \$1.75) .15 .50

Little Blue Star. Miniature bushes, flowers light blue with red center, 4 in.....(1/4 oz. 60c) .25 2.00

Lasseauxi. Good pink. Choice cut-flower. 2 ft.....20 1.40

AGROSTEMMA

Coeli-Rosa (Rose of Heaven). Rose. 12 in. Tr. Pkt...10c Oz...25c

*Coronaria (Mullein Pink). Stout, erect-growing plants with silvery foliage, flowers during July and August. Bright rosy crimson flowers; 2 1/2 to 3 feet. Tr. Pkt.....15c Oz.....25c

ALOE VARIEGATA

Tiger Aloe. A quick-growing succulent, with beautifully variegated leaves. (Greenhouse plant.) 100 seeds...\$1.00 1,000 seeds...\$8.00

ALYSSUM

	Tr. Pkt.	Oz.
Maritimum (Sweet Alyssum). White. Used for cut flowers. 10 in.....(Lb. \$2.00) (4 oz., 60c) \$0.10	\$0.10	\$0.20

Lilac Queen. Pale lilac flowers, color deepens as weather becomes cool. 9 in.....	.15	.50
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Little Dorrit. White. (A.B.C. special strain.) Forms perfect bush about 4 in. high.....(1/4 lb., \$1.75) .15	.50
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Carpet of Snow (Procumbens). Spreading 2 to 3 inches	(1/4 lb., \$2.00) .15	.60
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A.B.C. Special "Little Gem." White. 4 to 6 inches	(1/4 lb., \$1.75) .15	.50
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*Saxatile Compactum (Basket of Gold). An indispensable plant for the rockery or border, growing 1 foot high and producing in May masses of broad, flat heads of bright yellow flowers.(1/4 oz., 25c) .15	.85
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AMARANTHUS

	Tr. Pkt.	Oz.
Caudatus (Love Lies Bleeding). Red. 3 ft.....	\$0.10	\$0.30

Molten Fire. Brilliant poinsettia-like tips. 4 ft. (1/4 oz., 35c) .25	.25	...
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Salicifolius (Fountain Plant). Green with bronze, tops blood red. 3 ft.....	.15	.60
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AMARYLLIS

Diener's Mammoth Hybrids. Growers should find much of interest in Amaryllis culture from seed and we believe a most favorable surprise from the above named strain is in store for the producer when flowering period arrives. (Seed supplied in Diener's original packets.)
20 seeds.....50c 100 seeds.....\$1.50 1,000 seeds.....\$10.00

AMPELOPSIS (Boston or Japanese Ivy)

*Veitchi. The best and most popular hardy climber for covering brick or stone walls. Tr. Pkt.....15c Oz.....25c 1/4 lb.....75c

ANCHUSA

	Tr. Pkt.	Oz.
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Capensis. Azure blue. 2 ft.....	\$0.15	\$0.40
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Blue Bird. Indigo blue. 2 ft.....	.15	.60
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ANCHUSA—Alkanet, Bugloss

*Myosotidiflora. Small Forget-me-not blue flowers. Excellent for rockery. Tr. Pkt.....50c 1/4 oz.....\$1.35

ANEMONE (Windflower)

*Coronaria, Blue (Poppy Anemone). Tr. Pkt.....25c Oz.....\$1.40

*Coronaria, St. Bridget. A beautiful selection of the above. Our seed comes from a famous Irish grower and comprises semi-double and double flowers in a wonderful array of colors.

Tr. Pkt.....35c Oz.....\$2.80

*Pulsatilla, "Pasque Flower". Violet lilac. 1 ft.
Tr. Pkt.....25c Oz.....\$2.20

ANTHEMIS (Marguerite)

*Tinctoria Kelwayi. A most satisfactory, hardy perennial bearing daisy-like golden yellow blossoms. Excellent for cutting; 2 feet.

Tr. Pkt.....15c Oz.....\$60c

Sylvestris. White, large flowered. 12 in. Tr. Pkt....25c Oz....\$1.60

*Montana. Pure white. Tr. Pkt.....25c 1/4 oz.....40c

Include SUPPLIES with your Seed Orders . . .
American Florist Supply Co. is completely stocked with items needed daily.

ANTIRRHINUM (Snapdragon)

(Greenhouse Grown Seed)

The following are the season's best new introductions:

"Klondike Supreme." This yellow is the deepest commercial yellow that we know of, and it is an early and continuous bloomer; June sowing of seed, pinched twice, once in the seed flat and once in the bed; "Klondike Supreme" usually starts to bloom the first of November, increasing in production so that by the middle of December they are in full bloom. Highly recommended. Tr. Pkt. \$2.00

"Marie Louise." Beautiful sea-shell pink color, an entirely new shade in winter-blooming Snapdragons, with the beautiful coloring continuing throughout the season. "Marie Louise" is a good mixer, combining well with other flowers. "Marie Louise" is strong and free-branching, producing long, strong stems with compact flower spikes; flowers are closely set around the stem and free from grassy growth. Very productive over a long season from fall to late spring, and very disease resistant. All seed from 1938 crop, fully ripened and matured, and of high germination.

Tr. Pkt. \$2.00

Cheviot Supreme "Rose Pink". Combines intense pink color, medium size spikes, small foliage, and hard wiry stems with extremely early blooming and excellent keeping qualities; comes true, and is best from December to Valentine's Day. Tr. Pkt. \$1.50

"Glorious." Brilliant, bronzy scarlet, early and free-flowering; a really new and most desirable combination of coloring; when shown at the Illinois Experiment Station, Urbana, Illinois, this new Snapdragon attracted no end of favorable comment from the numerous florists there. Highly recommended.

Tr. Pkt. \$2.00

"White Wonder" (Bezdek). Unquestionably the finest pure white cut-flower Snapdragon on the market today. Introduced by A. B. C.

Tr. Pkt. (1,000 seeds) \$2.00

"Talisman." Produces double and semi-double blossoms of medium size in both bronze and golden shades; all multi-colored, early, and continuous; ideal for retail sales, table decorations, mixed bouquets, and select cut-flower boxes; combining well with flowers of other colors. "Talisman" is highly recommended particularly to growers producing for their own retail trade. Not recommended for commission house sales. Tr. Pkt. \$2.00

"Christmas Cheer" (First Generation Hybrid). From Rose Pink Cheviot and a pink seedling; combines extremely early flowering, free blooming habit and excellent stem and flower spike; a combination of beautiful pink shades; excellent for Christmas and later flowering. Tr. Pkt. \$2.00

In sowing Snapdragon seed, always bear in mind that failure in germination usually results either from covering the seeds too thickly with soil, allowing the flats to dry out while germination is under way or not applying sufficient shade up to the time the seedlings appear. With ordinary care, Snapdragon seed will germinate freely if covered but lightly and the surface of the flats kept moist and dark. One way to do this is to keep the soil surface about 1 inch below the edge of the flats. Then lay three or four pieces of laths across the top of the flats on which place burlap. This, if kept wet, will provide the required shade as well as keep the surface moist.



Bezdek's "White Wonder" Snapdragon

Ceylon Court (Dark). Selection for darker shade	\$1.00	\$2.50	\$3.50
Cheviot Maid, White. Good even white	1.00	2.50	3.50
*Cheviot Maid, Yellow. Fairly dark; long-stemmed	1.00	2.50	3.50
*Cheviot Maid Supreme. Best standard rose-pink	1.00	2.50	3.50

NEW SNAPDRAGON "GILBERT'S PINK QUEEN SUPREME"

Here is a new Snapdragon that is truly desirable. Its beautiful pink color is several shades deeper than "Cheviot Maid Supreme". Order this new variety, for it is attracting considerable attention wherever shown. Tr. Pkt. \$2.00

Coates' Yellow Perfection. Rich dark yellow; strong growth	1.00	2.50	3.50
*Daybreak. Fairly light rose-pink; excellent	1.50	4.00	6.50
Golden Pink Queen. As named; fairly true to color	1.00	2.50	3.50
Kirkwood Beauty. Bronzy orange	1.00	2.50	3.50
*Lucky Strike. Strong growing white	1.00	2.50	3.50
Marion. Some growers find this the finest clear white	1.50
*Miss Wooster. Large, light orange. Early and excellent	1.50	4.00	6.50
*New Cincinnati. The finest light rose-pink	1.00	2.50	3.50
*New Deal. Extra early, light golden orange	1.00	2.50	3.50
Radiance. Large flowered pink	1.00	2.50	3.50
Roman Gold. Bright coppery yellow	1.00	2.50	3.50
*Rose Queen. Finest deep rose	1.00	2.50	3.50
Rose Pink Cheviot Maid. Fairly deep rose pink (2000 seeds, \$2.00)	1.25
Schrock's Orchid	2.00	5.00	...
*Sun Tan. Early flowering orange-tan	1.00	2.50	3.50
*Terry's Surprise (Improved). Rose-shaded orange. Fine for spring flowering	1.00	2.50	3.50
*Velvet Beauty. American Beauty red. Fine	1.00	2.50	3.50
White Prosperity. Clear white	1.50	4.00	6.50
White Rock. White with flowers poorly spaced	.50
White Wonder. Best white	2.00	5.00	...
Westover White	2.50
Winter Helen. Improved Helen	1.00	2.50	3.50
A. B. C. Forcing Mixture. Fully half Rose Queen and Cheviot Maid Supreme; balance yellow, white, and bronze	.75
1/2 Tr. Pkts. of the following varieties supplied at 60c each:			
Afterglow, Ceylon Court, Cheviot Maid Supreme, Coates' Yellow, Lucky Strike, and Rose Queen.			

STANDARD LIST FOR GREENHOUSE CULTURE

(The stars (*) indicate varieties we find best)

NOTE! Probably the most popular of all greenhouse Snapdragons is "Cheviot Maid Supreme". We have a particularly fine strain of this exceptional variety.

3 5
Tr. Pkts. Pkts. Pkts.

*Afterglow. The finest golden orange	\$1.00	\$2.50	\$3.50
Bertha Baur. Standard lavender; some rose colors	1.00
Captor. Pure white; fairly long-stemmed	1.50	4.00	6.50
Celestial. Large, light yellow; long-stemmed	1.50	4.00	6.50
*Ceylon Court. Standard yellow	1.00	2.50	3.50

ANTIRRHINUM (Snapdragon)

(Standard Out Door Varieties—Continued)

STANDARD OUTDOOR VARIETIES

"Rust-Resistant"—For Outdoor Culture

	Tr. Pkt.	1/8 oz.	
Alaska. Tall, white.....	\$0.25	\$1.00	
Autumn Glow. Shades, old rose, suffused amber; tall.....	.25	1.00	
Buttercup. Tall, canary-yellow.....	.25	1.00	
Campfire. Bright scarlet, yellow lip.....	.25	.75	
Carmine Rose. Dwarf.....	.25	1.00	
Daffodil (Maximum Type). Two-toned yellow; long-stemmed.....	.25	.75	
Defiance. Tall, scarlet-red.....	.25	1.00	
Fair Lady. Long-stemmed, light rose-pink.....	.25	.75	
Glowing Sunset. Rosy scarlet; dwarf.....	.25	1.00	
Golden Orange. Medium tall, golden orange.....	.25	.75	
Harmony Shades. Terra-cotta, yellow, shaded rose; tall.....	.25	1.00	
Indian Girl. Old gold; dwarf.....	.25	1.00	
Majestic Dainty. Soft rose-pink; fairly long stems.....	.50	1.00	
Majestic Silver Pink. Choice color for cutting.....	.50	1.00	
Maximum White. Tall, clear white.....	.25	.75	
Maximum Yellow. Tall, clear yellow.....	.25	.75	
Pink Shades. Rose pink to pale pink; tall.....	.25	1.00	
Red Boy. Rich deep scarlet; dwarf.....	.25	1.00	
University of California Mixture.....	.20	.50	
Wildfire. Orange-scarlet, yellow lip; dwarf.....	.25	.75	

A. B. C. Rust-Resistant Mixture. Fairly dwarf; for bedding.
Tr. Pkt..... 25c 1/4 oz..... 75c 1/2 oz..... \$1.25 Oz..... \$2.00

For out-door cut flowers and general garden culture. The following "Malmaison type" Snapdragons are highly recommended for cut flowers, and garden show as well. (See colored illustrations in the center of this book. Malmaison type).

Royal Cerise. Beautiful cerise color.

Royal Rose. There is apparent in every flower that quality of tone and velvet sheen that reminds one of the texture of the rose.

St. George. A new shade of orange cerise. Most outstanding.

Price, each of above exceptional varieties:

Tr. Pkt..... 50c 3 Tr. Pkts..... \$1.25

SPECIAL NOTE!

If you merchandise small plants to the public for garden planting, don't fail to include the three new "Malmaison" Snapdragons listed above. We are sure that they will make friends for you when blooming period comes around.

These strains have been produced through crossing the late-flowering kinds with original and entirely rust-proof strains. They are almost 100 per cent rust-proof under conditions that completely rust destroy the regular kinds. They are not quite so true to color as are the regular class, but very nearly so. We strongly recommend them. (See Novelties and inside of back cover.)

(Not Winter-Flowering or Rust-Resistant)

MAJESTICS

An extra large-flowered class of fairly compact growth. Fine for spring flowering if started early enough to draw up the stems.

Tr. Pkt. 1/8 oz.

Golden Dawn. Glorified Afterglow.....	\$0.50	\$0.80
Orange King. Bright orange.....	.50	.80
Twilight. Golden tan-yellow.....	.50	.80
Rose Beauty. Rich rose-pink.....	.50	.80
Evensong. Buff or chamois-pink. Extra large flowers.....	.50	.80
Fair Lady. Light rose or flesh-pink. Clear self color and valuable for cutting. Extra large.....	.50	.80
Mixture50	.80

MAXIMUMS.

An extra strong growing class with long stems. Much used for cutting.

Tr. Pkt. 1/4 oz.

Appleblossom. Delicate pink, white throat.....	\$0.20	\$0.40
Canary Bird. Light yellow.....	.20	.40
Cattleya. Mauve-pink.....	.20	.40
Copper King. Heavy copper-red.....	.20	.40
Ruby. Rich heavy red.....	.20	.40
Snowflake. White.....	.20	.40
The Rose. Clear rose.....	.20	.40
Mixture20	.40

SNAPDRAGONS—Continued

HALF-DWARF

	Tr. Pkt.	1/4 oz.
Climax. Bronze-orange.....	\$0.20	\$0.40
Empress. Rich velvety crimson, dark foliage.....	.20	.40
Fawn. Terra Cotta.....	.20	.40
Firebrand. Bright Scarlet.....	.25	.50
Gloria. A good pink.....	.20	.40
Golden Queen. Rich golden yellow.....	.20	.40
Harmony. Rose with yellow.....	.20	.35
His Excellency. Brilliant orange-scarlet.....	.20	.40
Mauve Queen. Lilacy mauve.....	.20	.40
Mixture. (Rust resistant).....	.20	.40
Orchid. Lavender-mauve.....	.25	.50
Purity. Pure white.....	.20	.40

TOM THUMB VARIETIES

Very dwarf, 6 inches, for pots and bedding.

Mixed. Tr. Pkt..... 25c

MAJUS NANUM MAXIMUM. "Irmelin Rose" (New). Delicate white merging into a rich and lovely rose-pink shade in the center. Height 12 to 14 inches. Tr. Pkt..... 35c 1/8 oz..... 75c

"Psyche" (New). Light yellow deepening into a rich orange shade on the lip. Height 12 to 14 inches. Tr. Pkt..... 35c 1/8 oz..... 75c

* AQUILEGIA (Columbine)

CLEMATIS FLOWERED, Mixed

Height: 2 to 3 Feet

This glorious Columbine is absolutely distinct in petal formation. The blooms greatly resemble Clematis flowers. The plants are of medium height, good compact habit and free flowering, whilst the individual blooms are large and solid in petal. The color range includes delicate pastel shades of pink and blue. Tr. Pkt..... 75c

LONG-SPURRED COLUMBINES

This strain is unquestionably the finest yet produced. The plants are of strong, thrifty growth, with flowers of largest size, varying in color through tones of cream, pink, lavender, blue, white, red, etc.

	Tr. Pkt.	Oz.
Alpina. Rich blue; 2 feet high.....	\$0.25	\$1.80
California Hybrida. Long-spurred flowers in yellow and orange shades25	1.80
Canadensis. The native rich red and yellow variety....	.25	1.80
Chrysanth. Long-spurred yellow.....	.25	1.60
Coerulea (Rocky Mountain Columbine). Violet-blue and white25	1.80
Single-Flowering, Mixed25	1.80

* MRS. SCOTT ELLIOT'S LONG-SPURRED STRAIN

Extra choice hybrids; large flowers in splendid mixture of colors; height 3 feet. Tr. Pkt..... 60c Oz..... \$3.60

TRUE LONG-SPURRED NEW ENGLISH AQUILEGIAS

Rose and Pink Shades. Contains only shades of rich coral pink; very true. Tr. Pkt... 50c 1/4 oz.... \$1.00 Oz.... \$3.50

Blue Shades. Exceptional. Tr. Pkt..... 50c 1/4 oz..... \$1.00 Oz..... \$3.50

Crimson Star. Richest crimson with white petals. Tr. Pkt... 75c

Lowdham Mixture. Tr. Pkt..... 35c Oz..... \$2.50

* ARABIS (Rock Cress)

Alpina. One of the earliest and prettiest spring flowers. The spreading tufts are covered with a sheet of pure white flowers as soon as the snow disappears. Unequalled for rockeries or edging. Withstands drought and is always neat; 6 inches.

Tr. Pkt..... 10c Oz..... 40c 1/4 lb..... \$1.50

ARALIA SIEBOLDI

(Seed ready in Spring). 1,000 seeds..... \$1.50

ARCTOTIS (African Daisy)

Grandis. Excellent for cutting. Daisy-like flowers on long stems, upper surface pure white, reverse side of petals lilac-blue.

Tr. Pkt..... 15c Oz..... 50c

Hybrids. Showy Daisy-like flowers. Red and orange shades. (Sow early). Tr. Pkt..... 35c

*ARMERIA (Sea Pink, Thrift)

Formosa <i>Hybrida</i> .	Heads of rosy pink flowers. Useful for edging or rockery.	Tr. Pkt.	25c	Oz.	\$1.40
<i>Bee's Ruby</i> .	Rich deep rose colored flowers. 1½ feet.	Tr. Pkt.	50c	1/8 oz.	\$1.25
<i>Laucheania</i> .	Bright, rosy red. Good rock plant.	Tr. Pkt.	35c	Oz.	\$3.00

*ASCLEPIAS (Butterfly Weed Tuberosa)

Brilliant orange scarlet flowers; 2 ft.	Tr. Pkt.	35c	1/4 oz.	60c	Oz.	\$2.00
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ASPARAGUS PLUMOSUS NANUS

(Greenhouse Grown)

One of our Leading Seed Specialties—Special Note!

Our supply of Plumosus is cultured especially with a view to seed production and as a result we can assure the trade of plump, hand-picked, true-to-name seed of high germination and of true type. This grade of seed is not to be compared with that produced from mixed types and offered at so-called "bargain prices." (New crop seed ready in February.) 100 seeds.....25c 250 seeds.....40c
1,000 seeds.....\$1.00 5,000 seeds.....\$4.50 Lb.....\$8.00
Write for prices on larger lots.

ASPARAGUS SPRENGERI (Greenhouse Grown)

100 seeds.....25c	250 seeds.....40c	1000 seeds.....\$1.00
5000 seeds.....\$4.50	Lb.....\$8.00	

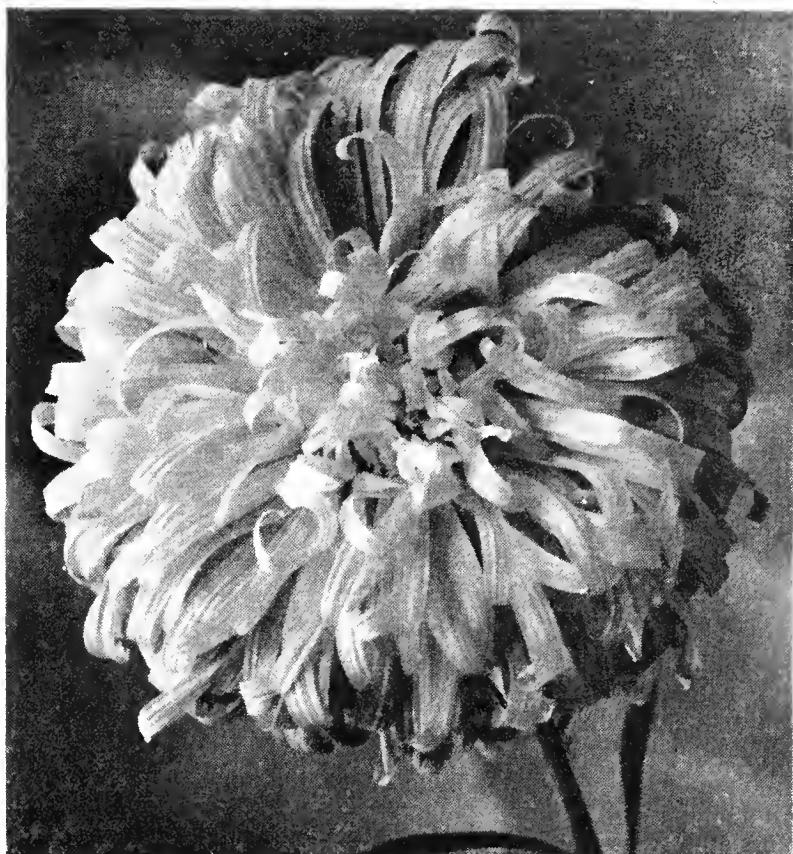
(New Crop Seed Ready in February)

ASTER PERENNIAL (Michaelmas Daisy)

<i>Alpinus</i> .	Dwarf Alpine Aster, indispensable for the rockery or edge of hardy borders; grows 6 to 10 inches high. Showy, light blue flowers in May and June.	Tr. Pkt.	50c	Oz.	\$2.50
Mixed .	Saved from a splendid collection of tall fall-blooming varieties.	Tr. Pkt.	35c	Oz.	\$2.20

*ASPERULA

Odorata (Sweet Woodruff). White flowers. 1 ft. Tr. Pkt...15c Oz...80c



Aster—Wilt-Resistant (New) "Peach Blossom"

ASTERS

Bodger's True "Rot or Wilt-Resistant" Strains.

SPECIAL NOTE! Growers contemplating Aster production for cut-flowers will, we believe, find it much to their advantage to confine exclusively to the "wilt resistant" strains. The small difference in cost of seed as against the "regular" quality is of little moment as compared to possible difference in crop results.

12 "Resistant Strain" Asters that are considered to be really worth while, both for the florist grower and home garden planter as well.

Tr. Pkt. 1/4 oz. Oz.

Ball White. Late branching type. Blooms about September 10th.....	\$0.35	\$0.50	\$1.75
Ball Deep Rose. Bright, deep rose. Early, attractive, incurved blooms.....	.35	.50	1.75
Ball Deep Purple. Attractive, deep purple, early..	.35	.50	1.75
Ball Early Phlox Pink. A good commercial pink. Blooms about September 10th.....	.35	.50	1.75
Ball White Early. Blooms about September 5th..	.35	.50	1.75
Branching Azure Blue.35	.50	1.75
Royal White.35	.50	1.75
Queen of the Market White.35	.50	1.75
Early American Beauty Silvery Rose35	.50	1.75
Royal Azure Blue.35	.50	1.75
Royal Shell Pink.35	.50	1.75
Queen of the Market Mid-Blue.35	.50	1.75
Mixtures of above 12 varieties.35	.50	1.75

GENERAL LIST OF WILT-RESISTANT ASTERS

Queen of the Market

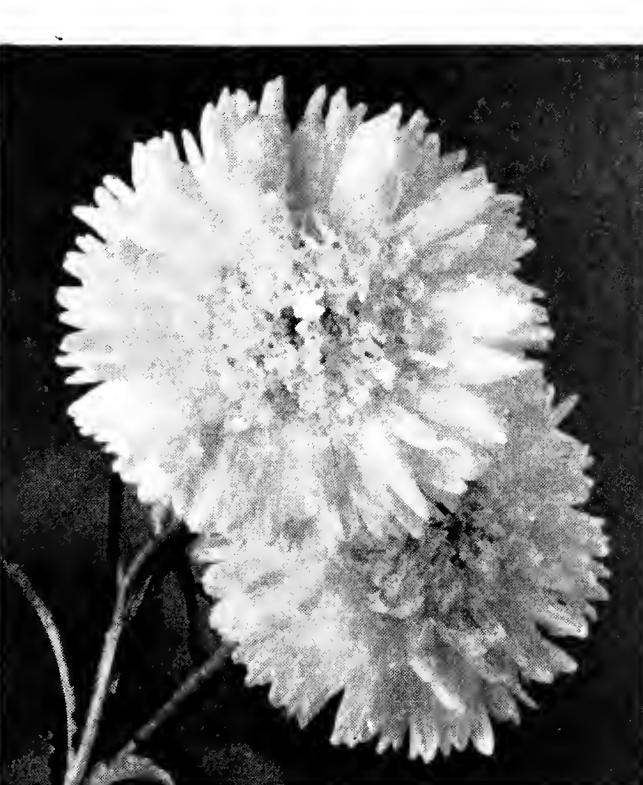
Medium sized flowers. Blooms in July. The earliest Aster of quality.

	Tr. Pkt.	1/4 oz.	Oz.
Rose-Pink, Lavender	\$0.35	\$0.50	\$1.75
White35	.50	1.75
Flesh Pink. Not recommended for market.....	.35	.50	1.75
Dark Blue35	.50	1.75
Crimson35	.50	1.75
Scarlet35	.50	1.75
Mixed Colors25	.40	1.50

Royals (Second Early Class)

Blooms mid-July directly following the Queen of the markets.

	Tr. Pkt.	1/4 oz.	Oz.
Azure Blue or Dark Lavender	\$0.35	\$0.50	\$1.75
Shell Pink35	.50	1.75
White35	.50	1.75
Purple35	.50	1.75
Deep Rose35	.50	1.75
Mixed Colors25	.40	1.50



Aster Ball White Early



Aster American Branching

Asters Like "Running Start"

Florists should have greater success with asters if they give them a "running start" on the season. In other words, asters need a longer season than the majority of the popular flowers of this area, and it has been found beneficial to plant them inside sometime after mid-March.

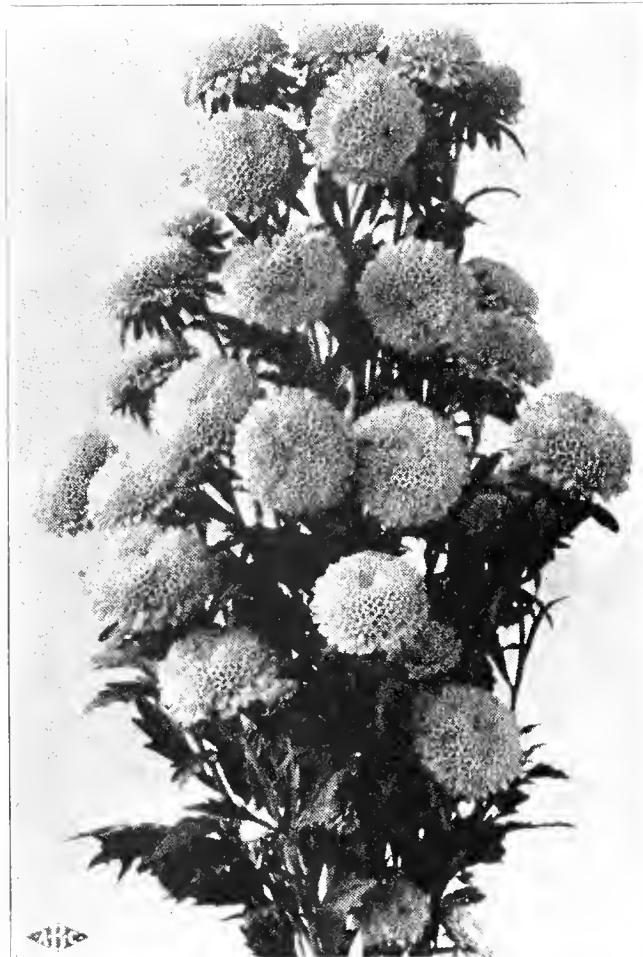
The young plants should be transplanted when they have grown large enough to be easily handled and when the ground and climate have become warm. Treated in this manner they should bloom comparatively early.

Aster "American
Branching"

POMPON
ASTERS
ARE NOW
IN
GREAT FAVOR

"HEART
OF
FRANCE"
THE
BEST RED
ASTER

Aster "King"



Aster, Imbricated Pompon

This Pompon Aster Is Now a Great Favorite
in the Cut Flower Markets

ASTERS, WILT-RESISTANT (Continued)

King or "Needle" Type

Pointed or quilled petals. Flowers of hard substance. A desirable cut flower and good shipper. Blooms about September 10th.

Tr. Pkt. $\frac{1}{4}$ oz. Oz.

Peach Blossom.	Light rose pink. Good market variety	\$0.35	\$0.50	\$1.75
Crimson (Upright Branching).	Bright color	.35	.50	1.75
Lavender or Azure Blue (Upright Branching)		.35	.50	1.75
White (Upright Branching)		.35	.50	1.75
Mixed		.25	.40	1.50

Upright Branching

A desirable commercial class. Blooms late August to early September.

Tr. Pkt. $\frac{1}{4}$ oz. Oz.

Rose Pink.	Deep rose, good	\$0.35	\$0.50	\$1.75
White		.35	.50	1.75
Peach Blossom.	Light rose. Excellent market cut flower	.35	.50	1.75
Purple		.35	.50	1.75
Mixed Colors		.25	.40	1.50

American Branching

Mid-season to late flowering.

Tr. Pkt. $\frac{1}{4}$ oz. Oz.

Ball White.	Medium early	\$0.35	\$0.50	\$1.75
A. B. C. White.	Blooms about September 10th	.35	.50	1.75
Azure Blue.	Clear mid-blue	.35	.50	1.75
Improved Semple Pink.	Shell pink	.35	.50	1.75
Peach Blossom.		.35	.50	1.75
Light Rose.		.35	.50	1.75
Deep Rose.		.35	.50	1.75
Purple		.35	.50	1.75
Crimson		.35	.50	1.75
Mixed Colors		.25	.40	1.50

American Beauty (Incurved Form)

Blooms September 25th to October 1st.

Tr. Pkt. $\frac{1}{4}$ oz. Oz.

Azure Fairy.	Azure blue or dark lavender	\$0.35	\$0.50	\$1.75
Purple		.35	.50	1.75
Purple Prince.	Deep marine violet	.35	.50	1.75
September Beauty.	Delicate shell pink	.35	.50	1.75
Crimson		.35	.50	1.75
Deep Rose.		.35	.50	1.75
White		.35	.50	1.75
Mixed Colors		.25	.40	1.50

ASTERS, WILT-RESISTANT (Continued)

Heart of France (Improved)

Brilliant Red. Blooms about August 15th. Generally considered the best red Aster. Tr. Pkt. 50c $\frac{1}{4}$ oz. 75c Oz. \$2.50

AURORA (Golden Sheaf), Yellow Self

A splendid free flowering Aster, with large full flowers, quilled centers and outer band of broad petals. Height 2 feet; fine for cutting; late August blooming. Tr. Pkt. 50c $\frac{1}{4}$ oz. 75c Oz. \$2.50

Single, Chinensis

Flowers, daisy-like petals, wide and closely placed. Blooms in late August	Tr. Pkt. $\frac{1}{4}$ oz. Oz.
Dark Blue.....	\$0.25 \$0.40 \$1.50
Lavender25 .40 1.50
White25 .40 1.50
Dark Scarlet.....	.25 .40 1.50
Flesh Pink.....	.25 .40 1.50
Mixed20 .35 1.25

Following Are Desirable Wilt Resistant Asters of "AMERICAN COMET" Type.

Asterum Lavender. Fairly dark azure blue.

Asterum Rose Pink. Bright rose-pink of upright growth. Excellent market color.

Asterum White. Earlier but not so full or large as Crego White.

Comet Blush Pink. Valuable for earliness and light color effect.

Comet Light Blue. Fine size and good cut flower shade. Highly resistant.

Illusion (New). Giant Comet Type. Soft pastel shade of apricot pink. Tr. Pkt. 50c $\frac{1}{4}$ oz. 75c

*Crego Azure Blue. Attractive light blue, medium size, excellent color.

*Crego Blue Flame. A rich fairly deep blue with extra large, fully double flowers on good stiff stems.

Crego Deep Rose. Rich deep rose. Do not confuse this with Rose Pink.

Enchantress (New). Crego Type. A luscious shade of lovely salmon-rose. Tr. Pkt. 50c $\frac{1}{4}$ oz. 75c

Crego Orchid (Cattleya). This is a very rich subdued rosy lavender — a true "Orchid" shade and original in Asters.

Crego Peachblossom. Attractive light lavender-pink—Phlox Pink color.

Crego Shell Pink. Very fine bright shade.

Crego White. Large, full and clear color.

*Ostrich Feather Peach Blossom. An attractive, fairly deep rose pink. Excellent for market.

Crego and Comet Types Mixed.

Prices on all Resistant Strain Asters listed above—

(Except as otherwise shown).

Tr. Pkt. 35c $\frac{1}{4}$ oz. 50c Oz. \$1.75

Improved Giants of California (Crego Type). Light blue, purple.

Tr. Pkt. 25c $\frac{1}{4}$ oz. 50c Oz. \$1.75

EARLY FLOWERING GIANTS OF CALIFORNIA

Peach Blossom. Tr. Pkt. 50c $\frac{1}{4}$ oz. \$1.25 Oz. \$4.00

ASTERS

Bodger's Famous "Regular" Strains

SPECIAL NOTE

In soil that is clean and rot is not to be considered our "Regular" Strains of California Asters, listed below, will be found generally satisfactory. However, if in doubt, plant "Bodger's Wilt-Resistant" Strains. The small difference in cost of seed is of little moment compared to crop results.

Imbricated Pompon (Improved)

These small Pompon Asters have the past few years had great vogue with California growers and the past season were introduced to Eastern retailers, with the result that they are now generally acceptable and highly thought of as cut flowers.

	Tr. Pkt. $\frac{1}{4}$ oz. Oz.
Rose	\$0.35 \$0.65 \$2.25
Light Blue.....	.35 .65 2.25
Light Blue. White center.....	.35 .65 2.25
Crimson. White center.....	.35 .65 2.25
White35 .65 2.25
Mixed25 .50 1.75

ASTERS Continued on Next Page

ASTERS

Bodger's Famous "Regular" Strains
(Continued)

Early Wonder

These are the earliest blooming Asters. Flowers large and full, of the Comet type, carried on long, erect stems. 12 inches.

White, Rose, or Lavender.

Any of the above—Tr. Pkt. .25c 1/4 oz. .50c Oz. .1.75
Mixed colors—Tr. Pkt. .25c 1/4 oz. .40c Oz. .1.50

Improved Queen of Market

18 inches. Early flowering, of branching habit, coming into bloom directly after Early Wonder. The standard early Aster, blooming in July.

	Tr. Pkt.	1/4 oz.	Oz.
White	.25	.30	1.00
Dark Lavender	.25	.30	1.00
Deep Rose	.25	.30	1.00
Rose Pink	.25	.30	1.00
Mixed	.25	.30	1.00

The Royal (Early Royal Branching)

2 feet. Comes into bloom shortly after Queen of the Market; a specially fine Aster to follow said variety. Blooms of large size.

	Tr. Pkt.	1/4 oz.	Oz.
White	.25	.35	1.25
Lavender	.25	.35	1.25
Deep Rose	.25	.35	1.25
Rose Pink	.25	.35	1.25
Mixed	.25	.35	1.25

American Branching

2 1/2 to 3 feet. Robust, flowers large, double and fine form. Blooming in early September.

	Tr. Pkt.	1/4 oz.	Oz.
White	.25	.30	1.00
Lavender	.25	.30	1.00
Peach Blossom. Opens white, flushes lavender pink	.25	.30	1.00
Peerless Yellow (Golden Sun). Opens yellow, turns cream	.35	.60	2.25
Rose. Light rose	.25	.30	1.00
Mixed	.25	.30	1.00

King Type

Flowers large and full, with needle-like strong petals; excellent for shipping. Plants 2 to 2 1/2 feet. Blooming in August.

	Tr. Pkt.	1/4 oz.	Oz.
Lavender (Upright)	.25	.35	1.30
White (Upright)	.25	.35	1.30
Rose (Upright)	.25	.35	1.30
Violet (Branching)	.25	.35	1.30
Mixed	.20	.30	1.00

Improved Giants of California, Curled and Interlaced

(Also known on the Chicago Cut Flower Market as "Chicago Giant Beauty.")

This new Aster is somewhat of the Crego and Beauty type, but is practically non-lateral, producing flowers of immense size without disbudding and of wonderful substance on strong, stiff stems 20 to 24 inches long, acclaimed by wholesale and retail florists as the ideal of cut flower Asters.

Deep Rose, White, Peach Blossom.

Each of above. Tr. Pkt. .35c 1/4 oz. .75c Oz. .2.25
Mixed, all colors. Tr. Pkt. .35c 1/4 oz. .75c Oz. .2.25

"Blue and White." Deep blue, with a white stripe showing on the outer edges of each of the inner petals. The outer petals keeping to a solid deep blue. Curled and interlaced type of the Giants of California group. It throws large flowers 5 to 6 inches across.

Tr. Pkt. .50c 1/4 oz. .1.25

Super Giant Los Angeles

Award of Merit 1934 All-America Selections.

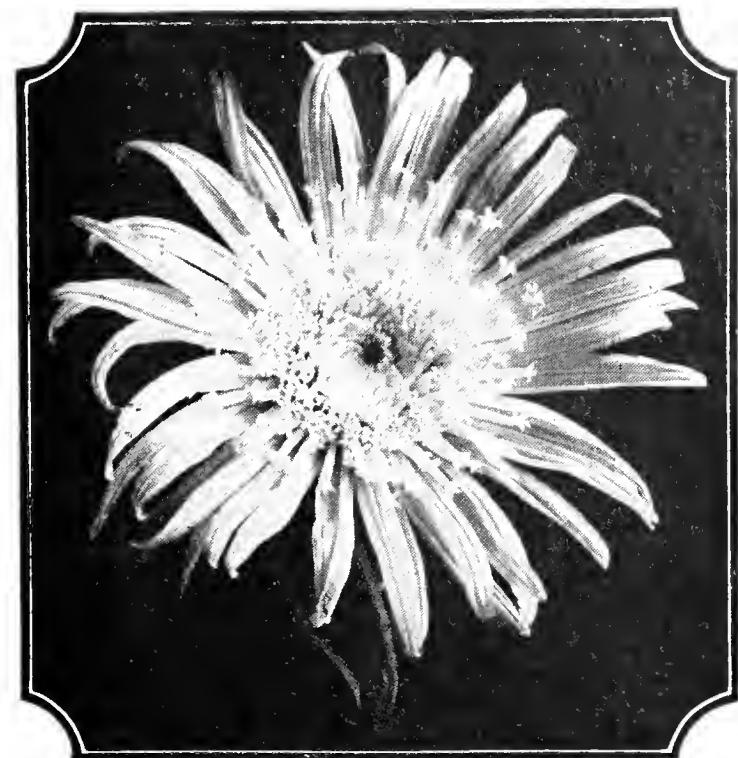
Los Angeles, Bodger's introduction of a few seasons ago, is still one of the most popular and best selling Asters on the market. The first introduction in the modern Super Giant class, the flowers are fully double, 6 to 8 inches across, graceful and delicately interlaced. The long, stiff stems are basal branching and strictly non-lateral, bearing the large flowers smartly upright. Don't overlook this fine Aster.

Tr. Pkt. .35c 1/4 oz. .75c Oz. .2.50

Ball White

A choice white cut-flower Aster. (For cut-flowers, however, we recommend the wilt-resistant Ball White.)

Tr. Pkt. .35c 1/4 oz. .50c Oz. .1.75



Aster, Improved New Giant California Sunshine

(About one-half natural size)

NEW ASTER "CALIFORNIA GIANT SUNSHINE"
IN SEPARATE COLORS

Alpenglow. Color charting this Aster in Ridgway, we have the following: Guard petals, Rosolane purple; quilled petals, pale rose-purple; center, Premuline yellow.

Blue Moon. The guard petals are the same beautiful light blue color so much admired in Aster, California Giant Light Blue. The quilled petals are several shades lighter, while the center is an amber yellow.

Purple.

Moonbeam. The blooms of this Aster are snow white, with a small center of soft orange.

Light Blue.

Rainbow. A bright rose-pink Aster of a true California Giant habit. The stems are long, strong and non-lateral. The guard and quilled petals are the same color, a delightful shade of bright rose-pink, with a center of soft orange.

Stratosphere. A rich dark blue, which might be compared in color to Light Purple in the California Giants. The guard petals are pansy violet and the quilled petals are lavender, with the center a charming shade of orange. Price, each of above:

Tr. Pkt. .35c 1/4 oz. .90c Oz. .3.00

Boltze's Dwarf Bouquet

Choice for pot plants. Mixed colors.

Tr. Pkt. .25c 1/4 oz. .50c Oz. .1.50

Single Southcote Beauty

Free flowering strain of branching habit. Height, 2 ft. Blooming in early September. Desirable for bedding. For cut-flowers we recommend the "Single Chinensis Strain" offered under the heading of "Resistant Strains."

Tr. Pkt. .25c 1/4 oz. .50c Oz. .1.50

Dark Blue or Purple. .25c 1/4 oz. .50c Oz. .1.50

Light Blue or Mauve. .25c 1/4 oz. .50c Oz. .1.50

Light Rose. .25c 1/4 oz. .50c Oz. .1.50

Scarlet. .25c 1/4 oz. .50c Oz. .1.50

White. .25c 1/4 oz. .50c Oz. .1.50

Mixed. .20c 1/4 oz. .50c Oz. .1.25

Super Giant El Monte

Two seasons ago we introduced the sensational new Super Giant Aster Los Angeles, a delicate shell pink color. Extremely popular in the cooler climes, a more rugged color was desired in the warmer lands. This wish is met completely in our new companion Super Giant, El Monte, the only really large flowered crimson Aster. Deep glowing crimson, composed of abundant quantities of daintily interlaced plume-like petals, the flowers are extremely large and fluffy, borne on heavy non-lateral, basal branched stems. It is very early blooming, coming in before the California Giant varieties, and remaining in flower over a long period. Although not wilt-resistant, we highly recommend El Monte to you. Plant El Monte for your earliest Giant Aster. Tr. Pkt. .35c 1/4 oz. .75c Oz. .2.50

***AUBRIETIA (Rainbow Rock Cress)**

Rose Queen.	Large, clear pink flowers on plants 6 inches high.	
Tr. Pkt.	25c
Large-Flowering Hybrids.	A beautiful dwarf rock plant, covered with sheets of bright flowers in spring and early summer.	
Tr. Pkt.	25c Oz. \$1.60

***AURICULA (Primula Auricula)**

A well-known favorite of great beauty. Seed saved from splendid choice mixed varieties; half-hardy perennials; 6 in.	
Tr. Pkt. 35c 1/4 oz. \$1.00

BALSAM (Lady Slipper)

Varieties Bismarck and White Perfection especially recommended for memorial designs. Camelia-Flowered.

Pink. Tr. Pkt.	\$0.15 Oz.	\$0.60
Scarlet. Tr. Pkt.15 Oz.60
Bismarck. Salmon. Tr. Pkt.15 Oz.75
White Perfection. Tr. Pkt.15 Oz.75
Finest Mixed. Tr. Pkt.10 Oz.60

BALSAM APPLE and BALSAM PEAR

Curious climbers. Tr. Pkt. 10c Oz. 40c

BALLOON VINE

"Love in a Puff." Tr. Pkt. 10c Oz. 40c

BEAN (Scarlet Runner)

Desirable climber. Oz. 10c Lb. 25c

BAPTISIA (False Indigo)

*Australis. Deep blue. Tr. Pkt. 30c Oz. \$1.50

BARTONIA AUREA

Golden Yellow. Tr. Pkt. 10c Oz. 30c

BACHELOR BUTTONS

(See Centaurea Cyanus).

BEGONIAS**FIBROUS ROOTED**

For greenhouse pot plants or summer bedding.

While easily grown on from cuttings, such plants are hardly ever as good when grown from seed. As a bedding plant there is nothing more satisfactory; also excellent as a pot-plant, and for a "filler" with other plants.

BEGONIA SEMPERFLORENS

"Eriksson's New Scandinavia." A new, continuous flowering, Semperflorens Begonia with a wonderful branching habit, and many other good qualities. Sow seed in January for Memorial Day; in May or later, for winter; October or November, for Mother's Day purpose. Red and pink shades, mixed. Tr. Pkt. \$1.50 3 pkts. for. \$4.00

Snow (Semperflorens Heterosis). This new, snow-white, profusely flowering Hybrid is outstanding on account of its resistance to heat, drought, and excessive moisture. The plants bloom well during unfavorable weather and retain their fresh, pure white appearance. These pure white medium sized flowers show up well against the rosy stems and light green leaves. The bushy plants grow about 10 inches high. At the official Begonia trials (Germany), this new Hybrid proved to be the best white Begonia. Tr. Pkt. 1.00

Albert Martin. Bright carmine, extra large flowered. Tr. Pkt. 50c 1/32 oz. \$1.00

Christmas Cheer. Extra large-flowered crimson-scarlet. Tr. Pkt. \$1.00 1/64 oz. \$1.50

Christmas Pink. This variety is of same habit as Christmas Cheer and equally as good. Tr. Pkt. \$1.00 1/64 oz. \$1.50

Darling (New). According to our trial of it, this is one of the choicest Semperflorens Begonias that has come from Germany for a long time. Of compact growth, 8 to 10 inches, with large, light rose colored flowers about the shade of Glory of Erfurt. We have had this in full flower for Christmas. Tr. Pkt. \$1.00 1/64 oz. \$2.25

Elegant (New). White attractively edged crimson, clear green foliage that contrasts well with the flowers. Tr. Pkt. \$1.00 1/64 oz. \$2.00

Erfordi. Pink. Tr. Pkt. 50c 1/32 oz. \$1.40

Fire Sea or Blaze of Fire. Extra dwarf compact habit. Large fiery red flowers with green foliage. Good. Tr. Pkt. \$1.00 1/32 oz. \$2.00

Glory of Erfurt. Large bright carmine. Tr. Pkt. 50c 1/32 oz. \$2.00

Glow. Dark red flowers; foliage light bronze; free blooming and compact. Tr. Pkt. 75c 1/32 oz. \$2.50

Gustav Knaake. Glowing salmon-pink, resembles Melior. Tr. Pkt. 50c 1/32 oz. \$1.40

Lightning. Extra large flowers measuring 2 inches across and of deep carmine-scarlet shade—an extra deep bright shade in Begonia. Tr. Pkt. \$1.00 1/32 oz. \$2.50

Radio. Extra large carmine-scarlet, green foliage. Excellent. Tr. Pkt. \$1.00 1/32 oz. \$2.50

Salmon Queen. Salmon red. Tr. Pkt. 50c 1/32 oz. \$1.50



New Begonia Semperflorens Marginata "Elegant"

BEGONIA GRACILIS

This type produces very compact little plants that are literally covered with flowers.

Carmen. Bright pink flowers with richly contrasting bronze foliage. Tr. Pkt. \$1.00 1/64 oz. \$1.75

Enchantress. A new Begonia of great value to the florist. (Better than Prima Donna.) Of compact growing habit; pale green foliage; flowers large and of bright pink color. Unusually free flowering. Tr. Pkt. 50c 1/64 oz. \$1.75

Indian Maid. Has the same deep bronze foliage of Carmen with bright deep scarlet flowers producing a highly attractive combination. Tr. Pkt. \$1.00 1/64 oz. \$2.00

Luminosa. Deep scarlet with reddish brown foliage. Tr. Pkt. \$1.00 1/32 oz. \$1.75

Luminosa Compacta. From the middle of July onwards the small dark brown foliage is hidden by the mass of medium sized bright scarlet blossoms. This new variety, coming true from seed, is very useful for beds, borders, edgings and also as pot plants. Tr. Pkt. \$1.00 1/64 oz. \$2.00

Prima Donna. Limpid rose shading to carmine. Very excellent variety. Tr. Pkt. \$1.00 1/32 oz. \$2.00 1/16 oz. \$3.50

Tausendschoen (Gracilis). Lustrous rose. Tr. Pkt. 75c Said to be the best bedding variety in existence.

White Pearl. Best white, light green foliage. Tr. Pkt. 50c 1/32 oz. \$1.50

Pink Pearl. Dwarf, one of the best for pot culture. Tr. Pkt. \$1.00

Red Pearl. Dwarf, brilliant dark scarlet. Tr. Pkt. \$1.00

BEGONIAS (Double Flowered)

Coppery Gold (New). Double flowered. Many flowers are like tiny roses which are very effective when fully opened. Color: old gold merging into copper red or coppery salmon, usually tinged with carmine. The seedlings produce about 80% doubles. Blooms from July until frost. Tr. Pkt. \$1.00

Mrs. Helen Harms (New). The flowers are about 1 1/2 inches in diameter and of a deep canary yellow. A worthy addition to this new family. Tr. Pkt. \$1.00

TUBEROUS ROOTED BEGONIAS

Single. Large Flowering. Mixed. Tr. Pkt. 50c 1/32 oz. \$2.50

Double. Large Flowering. Mixed. Tr. Pkt. \$1.00 1/64 oz. \$6.00

Lloydii. Easily grown from seed and enjoys a fairly warm temperature, ideal for hanging baskets because of its pendulous habit. Nice 4 inch pot plants can be flowered late June from a January sowing. Tr. Pkt. \$1.00

Narcissus-flowered Mixed. Comes 80% true to a large semi-double Narcissus-like flower, and contains yellows, pinks and salmon-reds. Tr. Pkt. \$1.00

***BELLIS PERENNIS (Double English Daisy)**

The Giant sorts are of the largest size. The flowers of the other sorts are smaller but produce very freely.

	Tr. Pkt.	1/4 oz.	Oz.
Monstrosa Giant White.	\$0.25	\$0.65
Monstrosa Red Improved.25	.65
Monstrosa Rose.25	.65
Monstrosa Mixed.25	.60
The Bride or Improved Snowball. White.25	.40
Longfellow. Double pink.25	.40
Finest Double Mixed.25	.35
Double Quilled (Tubulosa).30	.40
			\$1.50

Russell Lupins

NEW MIRACLE RAINBOW FLOWERS

SEED
FOR
1939

Direct from the
Originator

The colors are extraordinary, with many new shades never before seen in Lupins, such as self blues, pinks, reds, yellows, maroon, purples, and bi-colors like violet and white, blue and yellow, red and bronze, red and white, yellow and orange, pink standard is one color and the keel another.

Individual flowers are above average size, the upright standards of some being an inch across. The flower spike resembles a closely set, well rounded column of Sweet Peas. All flowers on the spike open at one time.

Awarded the coveted Gold Medal of the Royal Horticultural Society at the Cheltenham Flower Show, where the Russell Lupins display monopolized the attention of the audience.

These flowers can be grown most anywhere, and the keeping qualities are excellent.



Russell Lupins, Mixed Hybrids

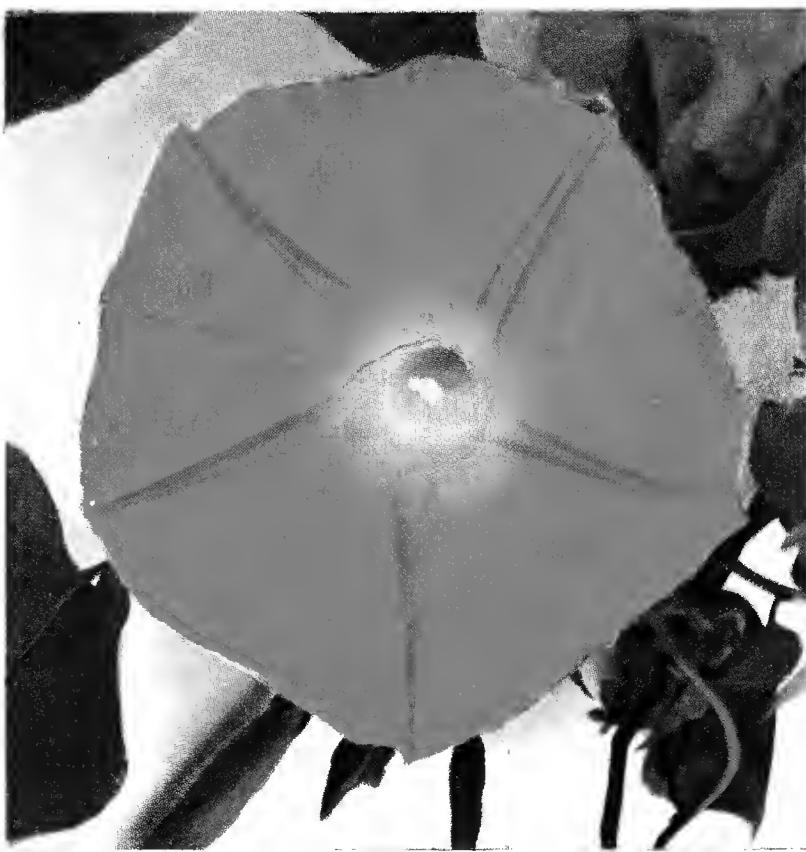
PRICES

Re-selected Stock. This stock was saved from named varieties of proved merit as seed parents and packeted in mixture. While from their nature, only a small percentage may flower in the colors of the parents from which seed is saved, it can be expected that such seed will produce the largest percentage of good colors and types found in the strain. In the Originator's Packet, sealed with a RED SEAL.

12 seeds...**25c** 50 seeds...**65c** 120 seeds...**\$1.25** 250 seeds...**\$2.50**

Original Stock. Seed from re-selected hybrids, packets sealed with a BLUE SEAL. 10 seeds.....**15c** 24 seeds.....**25c**
80 seeds.....**65c** 200 seeds.....**\$1.25** 500 seeds.....**\$2.50**

IMPORTANT! Seeds of Russell Lupins must be "nicked" in order to secure good germination. The following from the magazine "Horticulture" is self-explanatory (it is a personal experience of a grower of Russell Lupins): "I wonder if anyone has had such an experience in germination as I have. I nicked 100 Russell Lupin seeds and planted them in sand, and 24 hours later one had sprouted and broken ground. 36 hours later another had done so, and in four days a great many had broken ground. Twenty-four hours to form a radicle and lift cotyledons is by far the quickest action I have ever known. The seeds were set on a bench in an unheated greenhouse, so about eight hours sun warming is about all they had, with no soaking."



Morning Glory "Heavenly Blue"
(About one-half natural size)

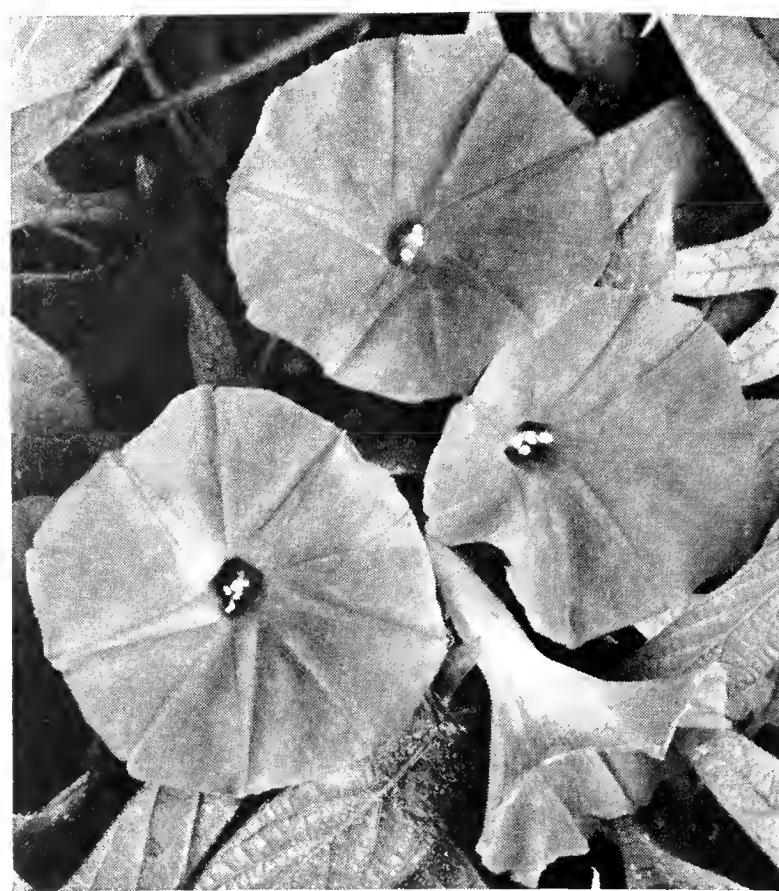
MORNING GLORY "Heavenly Blue"

The beautiful sky blue of the Heavenly Blue Morning Glory is unquestionably one of the loveliest shades in any flower, a beautiful sky blue color which shades at the center to a golden throat. This variety is extremely early, makes a sparse growth of foliage and is heavily covered with flowers. These flowers are very large and of characteristic Morning Glory form, and although they close by noon, their "morning glory" cannot be equalled. Being a tender annual, seed should not be sown outdoors until late in spring, and then best results can be obtained by planting in a dry, sandy location where they will receive as little water as possible, and unless heavy foliage is required, no fertilizer should be used. Seed may be started early indoors, but if so, should be planted in individual pots, as Ipomeas do not transplant readily.

Tr. Pkt. 15c Oz. 75c Lb. \$8.00

MORNING GLORY "Cornell"

So named because it reproduces the colors of Cornell University, this Morning Glory has giant carnelian red flowers with a pure white border, the flowers measuring as much as 3½ inches across. Resembles "Scarlett O'Hara" in color but has the contrasting white margin. Tr. Pkt. 25c



Morning Glory "Scarlett O'Hara"

MORNING GLORY "Scarlett O'Hara"

**Awarded Gold Medal, All-America Selections, 1939—
the First Gold Medal Winner in Two Years**

"Scarlett O'Hara" is an entirely new color in a Morning Glory, a rich dark wine red, or deep rosy crimson. Few introductions in recent years have caused so much interest prior to the introduction and now that "Scarlett" is with us, we can say it warrants all that was expected earlier. Though the flowers are not as large as "Heavenly Blue," they are of good size, about 4 inches in diameter, and freely produced on fast-growing vines which start blooming within 65 days after seed is sown. The dark green foliage does not make a heavy growth.

"Scarlett O'Hara" will certainly be a reigning favorite this season and many seasons to come. Since this variety will receive a tremendous publicity in many publications and will be in demand by every garden enthusiast, we recommend early ordering of this variety.

Tr. Pkt. 50c 1/4 oz. \$1.00 Oz. \$3.25



Morning Glory "Cornell"

IPOMEAS

We believe that you will find a profitable sale for small pot plants of both "Scarlett O'Hara" and "Heavenly Blue". These plants could be used for setting out in the spring, as Ipomeas do not transplant readily in any other way. Cash in on the advertising these will obtain during the coming season, and have the merchandise to satisfy the demand.



Morning Glory "Crimson Rambler"

MORNING GLORY "Crimson Rambler"

Very similar to "Scarlett O'Hara" but with white throat and heart shaped leaves. This is a beautiful climber, but not suitable for window boxes as is "Scarlett."

Tr. Pkt. 25c

BLUE LACE FLOWER (Improved Didiscus Coeruleus)

A very much improved strain of this valuable cut-flower. Excellent for bouquets. Flowers continually from July until frost. A money-maker for florists. Tr. Pkt.....20c Oz.....80c 1/4 lb.....\$3.00

***BOCCONIA (Plume Poppy, Tree Celandine)**

Cordata. Foliage glaucous green; bears many spikes 2 to 3 feet long set with cream-colored flowers; 6 to 8 feet. Easily raised from seed. Tr. Pkt.....10c Oz.....40c 1/4 lb.....\$1.25

***BOLTONIA (False Chamomile)**

Asteroides. Pure white. Tr. Pkt.....35c Oz.....\$4.20

Latisquama. Pink, tinged lavender. Tr. Pkt.....25c Oz.....\$2.00

BRACHYCOME IBERIDIFOLIA (Swan River Daisy)

A free blooming annual with small flowers.

Blue, Pink, White or Mixed. Tr. Pkt.....15c Oz.....80c

BROWALLIA

Very useful flowering annuals.

Browallia Speciosa Major. Color brilliant ultramarine blue, suitable for pot plant, bedding and border work. For outdoor work seeds should be sown in February, or later, shifted in pots, and planted out in May. Plants will bloom all summer.

Tr. Pkt.....40c 1/32 oz.....\$1.00

Speciosa Major Alba. Same as above but pure white.

Tr. Pkt.....50c 1/64 oz.....\$1.50

Viscosa Compacta Sapphire. Excellent pot plant. Compact grower. Dark blue flowers with white eye. Tr. Pkt.....35c 1/16 oz.....\$1.00

CALCEOLARIA

Our strain of these is produced by the foremost specialists of the world.

A. B. C. Triumph Mixed. A special florists' selection. Medium dwarf in growth, producing an exceptional assortment of colors and shades. Highly recommended. Tr. Pkt.....\$1.00

New Calceolaria, Indian Prince. This is a new color selection from the popular Multiflora Nana strain, retaining the fine dwarf, free-flowering habit. The color is a rich dark scarlet with an orange suffusion, a color that will contrast richly with the new Golden Tiger of the same class. Tr. Pkt.....\$1.00

Golden Tiger. Bright, golden yellow flowers with dark brownish red dots, masses of small substantial blooms spread in plenty above the foliage. Multiflora Nana type. A most desirable new kind. Tr. Pkt.....\$1.00

Cloth of Gold. Medium large flowered, rich pure golden yellow.

Tr. Pkt.....\$1.00 1/64 oz.....\$3.25

Albert Kent. Immense trusses of golden yellow flowers with maroon blotches. Tr. Pkt.....\$1.00 1/64 oz.....\$2.50

Hybrida Multiflora Nana. Dwarf compact growth. Medium size brightly colored flowers in choicest mixture. A great favorite with the trade. 1/2 Tr. Pkt.....50c Tr. Pkt.....\$1.00 1/64 oz.....\$4.50

Hybrida Grandiflora Mixed. A special mixture of varied colorings. Grows about 18 in. high. Large flowered, vigorous growth.

Tr. Pkt.....\$1.00 1/64 oz.....\$2.00

Albert Kent Hybrids. A much liked mixture of varied colors.

Tr. Pkt.....\$1.00 1/64 oz.....\$3.25

Kelway's Perfect Model. A fancy large flowered mixture.

Tr. Pkt.....\$1.00 1/64 oz.....\$2.25

Hybrida Grandiflora Tigrina. Large flowered "Tigered" or spotted mixture. Tr. Pkt.....\$1.00 1/64 oz.....\$2.50

Rugosa Hybrids Mixed. Comparatively small flowers. Provide pot plants and desirable for cutting. Tr. Pkt.....\$1.00

CALCEOLARIA HYBRIDA "FLOWER CLOUD"

indicates its descent from the rugosa type by its extraordinary mass of bloom. Over a hundred "Lady's Slippers" about 1 inch large, on the center stem form large dense bouquets which, joined later by several hundred blossoms on the numerous side shoots, form giant umbels, aptly described as "Clouds." It starts flowering somewhat later than the multiflora nana and earlier than the rugosa Calceolarias and lasts for weeks in undiminished glory. The striking, brilliant light yellow show plants, on an average 12 inches high, must appear very desirable to every spectator. Besides yellow, there are varying shades of brown and orange. The hardiness of flowers and foliage makes transport easy, and use in the open possible, and increases its value as a market plant. Tr. Pkt.....\$1.00 1/128 oz.....\$4.00

FELTHAM SCARLET

This is one of the most striking colors among the splendid hybrid Calceolaria which we introduced last year under the name Feltham Glory, and we have decided to issue it separately. The plants are fairly dwarf and compact in habit and the flowers of a rich dark scarlet, which will make a glorious show in the greenhouse and a bright display in a somewhat sheltered position in the open ground. Tr. Pkt.50c

CALENDULAS**A. B. C. IMPROVED SENSATION**

Considered by many to be the best Calendula for cut-flower purposes. Flowers very large, deep orange with scarlet sheen, light center.

Tr. Pkt.....25c 1/4 oz.....60c 1/2 oz.....\$1.00

1 oz.....\$1.50 2 oz.....\$2.75 4 oz.....\$5.75

Orange Fantasy. Tr. Pkt.....\$25c

FRILLED BEAUTY

The flowers are large and full, completely double, with good stiff petals which are semi-rounded in appearance, giving good body to the flower. Stems are long and fine for cutting, while the plant makes a strong heavy growth. The color is a deep orange. You will be entirely satisfied with Frilled beauty.

Frilled Beauty. Tr. Pkt.....25c 1/4 oz.....35c Oz.....\$1.00

IMPROVED ORANGE SHAGGY

Deep orange shading lighter at the center, exceedingly graceful and informal in appearance, it is a striking contrast to the formal Calendulas in general use. The plants are free flowering, neat and compact, bearing long stems which make the fringy petaled flowers equally useful in the garden or for cutting.

Tr. Pkt.....15c 1/4 oz.....35c Oz.....\$1.00

CHRYSANTHA OR SUNSHINE

The large double flowers are an exquisite shade of clear buttercup yellow, with long loosely arranged petals which droop somewhat to give the rounded appearance of a Chrysanthemum.

Tr. Pkt.....20c Oz.....75c 2 oz.....\$1.25

CRESTED ORANGE FANTASY

(Award of Merit by "All-America" Council).

Orange Fantasy Calendula is unique—a form never before seen in this favorite flower. Outer petals are long, the inner petals short, curled and interlaced to form a heavy crest which surrounds a large, mahogany-bronze center. Flowers grow 3 1/4 inches across and are of a deep but pleasing bronzy or coppery orange with petals edged deep mahogany-red. 15 inches tall. Tr. Pkt.....\$25c

The Ball Calendulas**SUPPLIED TO US IN THE ORIGINATOR'S PACKETS**

ALL of the following uniformly priced as follows:

Tr. Pkt.....40c 1/4 oz.....60c Oz.....\$2.00

2 oz.....\$3.50 4 oz.....\$6.50 Lb.....\$20.00

Ball's Masterpiece. Clear rich orange with an attractively contrasting dark brown center. This is our most popular standard cut-flower variety.

Ball's Long Orange. The standard long-stemmed orange with light center. Preferred by many growers for its long stem.

Ball's Sensation. Long-stemmed orange with light center. This is a selection from Long Orange that seems to do particularly well for some growers.

Ball's Lemon Queen. Clear medium deep yellow with a dark brown center that contrasts most effectively. Generally preferred yellow.

Ball's Gold. Deep golden yellow, long-stemmed and large flower with light center. Stem, size, and color in this are outstanding.

Ball's Supreme. Light shade of orange with a richly contrasting brown center, not extra long-stemmed but freer flowering than any of the above.

Ball's Apricot. Rich apricot or straw color with a finely contrasting brown center. Same habit as Ball's Supreme, from which it is a selection. Inclined to occasionally produce orange petals with the apricot. Some should be grown for variety.

Note: Unit price on weight lots will apply in combination with two or more of above varieties. For instance, on 1/4 oz. each of four varieties, instead of 60c each, or \$2.40 for the four, the ounce price of \$2.00 will be accepted.

Ball Calendula Mixture.

Tr. Pkt.....35c 1/4 oz.....50c Oz.....\$1.75 Lb.....\$18.00

THE FOLLOWING ARE DESIRABLE KINDS FOR BEDDING—

(Not recommended for cut flower production)

Lemon Queen. Light or lemon yellow.

Radio. Bright orange with quilled petal. Of compact growth and distinctly effective for bedding.

Radio Golden Beam. Clear yellow Radio.

Sunshine. Semi-double, bright yellow and of upright growth. We find this identical with the variety Chrysanthia.

Orange King. Dark centered orange, of compact growth and valuable for bedding.

Price: All the above bedding varieties.

Tr. Pkt.....15c Oz.....60c 2 oz.....\$1.00

Bedding Mixture. Evenly proportioned mixture of all compact bedding varieties. Tr. Pkt.....15c Oz.....50c 4 oz.....\$1.50 Lb.....\$5.00

CALLIOPSIS (Annual)

Golden Wave (Drummondii). Yellow.	Tr. Pkt.	15c	Oz.	25c	Lb.	\$2.25
Nigra Speciosa. Dark brown.	Tr. Pkt.	15c	Oz.	25c		
Radiata Tigrina (Tiger Star). Tr. Pkt.	10c	Oz.	40c			
Mixed Dwarf. Tr. Pkt.	10c	Oz.	30c			

CALLIOPSIS

Golden Crown (New). Rich golden yellow, shining maroon central zoning.	Tr. Pkt.	35c
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CAMPANULA

CAMPANULA

CANTERBURY BELLS (New Annual, Single)

Bring Spring to the garden in September.

Many years of careful selection have at last given us an Annual Canterbury Bell which blooms from seed in less than six months. It should now be possible to have this beautiful flower in bloom at almost any time of the year. The plant grows from two to two and a half feet tall, each plant having from six to eight spikes of blooms. Seed planted in February blooms in July.

Angelus Bell. Deep Rose.

Tr. Pkt.	15c	1/4 oz.	25c	Oz.	\$1.00
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Blue Bell. Cambridge Blue.

Tr. Pkt.	15c	1/4 oz.	25c	Oz.	\$1.00
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Liberty Bell. Violet-Blue.

Tr. Pkt.	15c	1/4 oz.	25c	Oz.	\$1.00
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Mission Bell. Pink.

Tr. Pkt.	15c	1/4 oz.	25c	Oz.	\$1.00
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Wedding Bells. Pure White.

Tr. Pkt.	15c	1/4 oz.	25c	Oz.	\$1.00
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Choice Mixed contains dark blue, light blue, pink, rose and white. Winner of Gold Medal in the 1933 All-America Selections.

Tr. Pkt.	10c	1/4 oz.	25c	Oz.	75c
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CAMPANULA (Bell-Flower)

(BIENNIAL)

	Tr. Pkt.	Oz.			
Carpatica, Blue (Carpathian Hare Bell). Color clear blue; grows 6 inches high.	\$0.20	\$0.75			
Carpatica, Alba. The white-flowered form.	.20	.75			
Persicifolia Grandiflora, Blue (Peach Bells). Grows 2 to 3 feet high. Has large blue flowers.	.30	2.00			
Persicifolia Grandiflora, Alba. White-flowered Peach Bells	.30	2.00			
Persicifolia Telham Beauty. Immense bell-shaped flowers of a pale China blue, produced on long stems; 2 feet.	(1/8 oz., \$1.25)	.75	...		
Pyramidalis, Blue (The Chimney Bellflower). A beautiful, hardy plant. Blue salver-shaped flowers; 4 to 6 feet.	.30	1.50			
Pyramidalis, Alba. Same as above but with white flowers	.30	1.50			
Rotundifolia (Blue Bells of Scotland). Grows about a foot high. Has graceful drooping mid-blue bell-shaped flowers. A splendid subject for the rockery or front of hardy border.	(1/8 oz., \$1.00)	.50	5.00		

CANTERBURY BELLS (Campanula Medium)

	Tr. Pkt.	Oz.			
Calycanthema, Dark Blue	\$0.30	\$1.50			
Calycanthema, Light Blue or Lavender	.30	1.50			
Calycanthema, Rose-Pink	.30	1.50			
Calycanthema, White	.30	1.50			
Calycanthema, Mixed	.25	1.25			
Single Dark Blue	.10	.40			
Single Light Blue	.10	.40			
Single Rose	.10	.40			
Single White	.10	.40			
Single Mixed	.10	.30			
Double Blue	.25	1.00			
Double Pink	.25	1.00			
Double White	.25	1.00			
Double-Flowering Mixed	.20	.80			

CANARY BIRD VINE

Tropaeolum Canariense. Flowers bright canary yellow.	Tr. Pkt.	10c	Oz.	25c	1/4 lb.	75c
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CANDYTUFT (Annual)

A. B. C. SPECIAL GIANT HYACINTH FLOWERED

White. Particularly recommended for under glass; provides excellent cut flowers.

Tr. Pkt.	15c	Oz.	75c	1/4 lb.	\$2.25	Lb.	\$7.00
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We have an exceptionally fine strain of the true kind.

If you have grown annual candytuft before and found it a poor seller, it is more likely that you had too much of the white variety. Try in its place a few of the colored varieties, such as Pink, Rose, Carmine, Lavender and Crimson and be convinced that this annual is of much use in the florist's establishment in the spring. It will take about five months to bring them into flower indoors. Plans may be made accordingly, taking into consideration the period cut flowers will be of most use to the individual florist. A good time for one planting is soon after the winter holidays as space becomes available. Some growers sow the seed singly, planting out later at the distance of a foot apart.

CANDYTUFT

Empress. Large white, 1 foot.

Tr. Pkt.	15c	Oz.	30c	Lb.	\$3.25
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Umbellata Type. Valuable for cutting.

Tr. Pkt.	Oz.	Lb.			
Pink.	Flesh color. 12 inches.	15c	40c	\$3.50	
Carmine.	12 inches.	15c	40c	3.50	
Lavender.	12 inches.	15c	40c	3.50	
Lilac.	12 inches.	15c	40c	3.50	
Rose Cardinal.	12 inches. Brilliant rosy red.	15c	50c	4.50	
Crimson.	12 inches.	15c	40c	3.50	
Mixed.	12 inches.	10c	30c	2.25	
Miniature Gem.	Miniature white flowers about 3 1/2 inches high. Each plant produces 4 to 6 spikes. A real gem for rock gardens.				
Tr. Pkt.	20c	1/4 oz.	30c	Oz.	90c

*GIBRALTARICA (Candytuft)

Tr. Pkt.	1/4 oz.	Oz.
Lilac, shading to white.		\$0.15

\$0.25 \$1.50

*SEMPERVIRENS (Candytuft)

Tr. Pkt.	1/4 oz.	Oz.
Fine for edging borders. Flowers white.		\$0.35

\$0.50 \$1.50

CARDINAL CLIMBER

Ipomoea Quamoclit Hybrids. Rapid growing annual climber, producing a profusion of brilliant cardinal red flowers. To hasten germination file or cut notch in seed. Tr. Pkt.

20c	Oz.	75c
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CARNATION

Engleman's Perpetual Flowering. Gold medal mixture. A hybrid mixture of perpetual or greenhouse Carnations, may be grown outdoors during the summer, if disbudded. Tr. Pkt.

\$1.00	1/16 oz.	\$1.60
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Enfant de Nice Strain. Preferred by many. Red, rose, salmon, or white.

Tr. Pkt.	50c	1/8 oz.	\$1.00	1/4 oz.	\$1.75
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Mixed. Tr. Pkt.

35c	1/4 oz.	\$1.25
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Chabaud's Giant Improved Strain. Cardinal red, deep rose, flesh pink, rose pink, and white.

Tr. Pkt.	25c	1/4 oz.	60c	Oz.	\$2.00
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Mixed.

CELOSIA (Coxcomb)

PLUMOSA (Ostrich Plume)

New Celosia Heatherdell.	Giant trusses of elegantly feathered and interlaced plumes. Red, pink, henna and yellow shades mixed.	Tr. Pkt.	50c
Plumosa Crimson.	2½ feet. Tr. Pkt.	25c	Oz. \$1.25
Plumosa Orange.	2½ feet. Tr. Pkt.	25c	Oz. \$1.25
Plumosa Mixed.	2½ feet. Tr. Pkt.	20c	Oz. \$1.00
Pride of Castle Gould.	2 to 3 feet. Colors from deep crimson to light yellow. Mixed. Tr. Pkt.	35c	Oz. \$2.50
Thompsoni Magnifica.	Grows 2 feet high. The choicest mixture of the feathered varieties. Mixed. Tr. Pkt.	25c	Oz. \$2.50
Childsi (Chinese Woolflower).	3 feet. Crimson, Pink, Yellow or Mixed. Tr. Pkt.	25c	Oz. \$1.25
Plumosa Superba.	The highest bred strain of Plumed Celosias. The result of 30 years of careful and continued selection. The most beautiful and showy of annuals. Great fluffy plumes of the most brilliant colors. A never fading flower which continues to increase in beauty until killed by frost. Tr. Pkt.	35c	1/8 oz. \$1.00
Improved Flame of Fire.	Excellent pot plant. Also desirable for bedding and cutting. 18 inches. Tr. Pkt.	50c	1/8 oz. \$1.00
NOTE!	—"Flame of Fire" was used in a striking manner at the 1937 F. T. D. Convention, Philadelphia, Pa., associated with Gardenias as a corsage.		

CELOSIA BRYSONI (Chrysanthemiflora)

One of the most effective and largest florists cut flowers. Mixed. Tr. Pkt.	25c	1/4 oz.	50c
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CELOSIA CRISTATA (Dwarf Cockscomb)

For beds, borders and pots. Glasgow Prize.	Dark crimson. Tr. Pkt.	25c	Oz. \$2.00
Empress.	Bright red; dark foliage. Tr. Pkt.	25c	Oz. \$2.00
Choice Mixed.	Tr. Pkt.	25c	Oz. \$2.00
Miracle.	Tall cristata, large heads. Found as a sport among Plumed Celosias, and developed and fixed to type by many years selection. Grows two to three feet high without branches terminated with remarkable coxcombs of enormous size, some round, others coxcomb shape, with surface like velvet plush, others of waved or corrugated appearance.		
The range of color is remarkable. Brilliant shades of red from dark crimson to scarlet, white, yellow, salmon and gold, golden pink, bronze, purple, etc. At its best, September until frost. Mixed colors. Tr. Pkt.	35c	1/8 oz.	75c

CENTAUREA

Cyanus, Cornflower. Popular free-flowering annuals. Now largely grown under glass particularly for Mother's Day sales, also Decoration Day.

A. B. C. Special Strains. The flowers of these strains are very large. Fully double and the colors intensified. Exceptional florists' quality. **Blue Boy**, double blue; **Red Boy**, deep red; **Pinkie**, deep pink; **Snow Man**, white; **Special Mixed**.

Each of above—
Tr. Pkt. 15c Oz. 40c 1/4 lb. \$1.40

JUBILEE GEM (New)

A dwarf, compact-growing form, deep blue flowers, 12 inches tall. Desirable for borders and bedding.
Tr. Pkt. 35c 1/4 oz. 75c Oz. \$2.50

CYANUS (Standard Strains)

	Tr. Pkt.	Oz.	Lb.
Double Blue.	\$0.15	\$0.40	\$4.00
Carmine.	.15	.40	4.00
Double Rose.	.15	.40	4.00
Double White.	.15	.40	4.00
Double, Atropurpurea.	.15	.40	4.00
Double, Ruby.	.15	.40	4.00
Mauve.	.15	.40	4.00
Mauve Queen.	.15	.40	4.00
Double. Choice mixture.	.15	.40	4.00

CENTAUREA (Large Flowered)

Imperialis.	Fine for cutting.	Tr. Pkt.	Oz.
Giant Rose.		\$0.15	\$0.50
Deep Lavender.		.15	.50
Lilac.		.15	.50
Purple.		.15	.50
White.		.20	.50
Favorita.	Rose-lilac.	.15	.40
Imperial Giant.	Mixed.		

VARIOUS CENTAUREAS

Americana. Grows 3 feet high and bears immense thistle-like blooms of a rosy-lavender color. Splendid for cutting.

Tr. Pkt. 15c Oz. 50c

Americana Alba. White. Tr. Pkt. 15c Oz. 50c

Suaveolens (Yellow Sweet Sultan or Grecian Cornflower). Large, bright yellow flowers; sweetly scented and a popular sort for cutting; lasting well. Tr. Pkt. 20c Oz. 60c

Moschata. Mixed Sweet Sultan. Tr. Pkt. 15c Oz. 50c

CENTAUREA, WHITE LEAVED, (Dusty Miller)

For borders, vases, baskets, etc.

Candidissima. 6 inch. Silver gray foliage.

Tr. Pkt. 25c 1/4 oz. 50c Oz. \$1.40

Gymnocarpa. 24 inch. Fine, silvery foliage.

Tr. Pkt. 15c Oz. 50c

CENTAUREA (Hardy Cornflower)

Montana (Perennial Cornflower). Grows 2 feet high, bearing large violet-blue flowers from July to September. Tr. Pkt. 15c Oz. 50c

CERASTIUM (Snow in Summer)

Tomentosum. A desirable low-growing plant with silvery foliage and white flowers in June. Suitable for the rockery or for carpeting dry, sunny spots or for covering graves. Tr. Pkt. 25c Oz. \$1.00

CHEIRANTHUS

These are biennials. Very effective in the rockery or front of border. **Allioni (Siberian Wallflower).** Brilliant orange flowers.

Tr. Pkt. 15c Oz. 40c 1/4 lb. \$1.25

CHINESE FORGET-ME-NOT

Blue, White. Tr. Pkt. Oz.

Cynoglossum Amabile. An exceptional cut flower for under glass or outside. Blue. \$0.15 \$0.30
Amabile Pink. .25 .80

CHINESE WOOLFLOWER (Celosia Childsi)

Very effective for beds and borders. Ball-shaped flowers resembling silky wool. Crimson, pink, yellow, or mixed.

Tr. Pkt. 25c Oz. \$1.25

CHORIZANTHE (Turkish Rugging)

Palmeri. Dense mat-like Statice flowers. Tr. Pkt. 10c Oz. 75c

CHRYSANTHEMUMS (Hardy)

Geisha (Cascade or Balcony Chrysanthemum). Provides a desirable pot plant; also suitable for hanging baskets and porch boxes. Produces masses of single flowers in shades of pink, rose, yellow, and white. Seed sown in March will flower in September and October. Mixed colors. Tr. Pkt. 50c 1/4 oz. \$1.50

Mawi. Rich pink flowers, silvery foliage, for borders or rockery; very hardy. Tr. Pkt. 50c 1/16 oz. \$1.00

Seedlings. A marvelous strain of early flowering Chrysanthemums in many beautiful colors. Single, semi-double, and double. Tr. Pkt. 50c Oz. \$5.00

Japanese Hybrids (Mixed). Autumn flowering; single. Tr. Pkt. 40c Oz. \$3.50

CHRYSANTHEMUM (Shasta Daisy)

King Edward VII. The finest Moonpenny Daisy. \$0.20 \$0.60

Shasta Daisy "Alaska." The largest and best of the Shasta Daisies. .25 .90

CHRYSANTHEMUM

Annual chrysanthemums are important florist's plants, being useful in many ways in the flower shop and, at the same time, they are inexacting in their cultural needs. A number of annual species or plants which are treated as annuals are mentioned in the literature, but two kinds, C. carinatum, and C. segetum, cover most of the material now in general commerce. These are all easily grown, coming into flower quickly, and the modern kinds are mostly pleasing colors, making good cutting material outdoors in summer or under glass in winter. Perhaps the most popular species at present is C. segetum, especially the Star varieties, such as Evening Star (golden yellow), Eastern Star (light yellow with a dark disc and yellow ring), and Morning Star (immense flowers of an attractive primrose).

Tr. Pkt. Oz.

SEGETUM—
Eastern Star. Light yellow. \$0.15 \$0.35
Morning Star. Primrose yellow. .15 .35
Evening Star. Sunflower yellow. .15 .35
White Star. Creamy, with yellow center. .15 .25
Single Mixed. Segetum. .15 .25

All of above have dark centers excepting White Star.

HARDY CHRYSANTHEMUMS Continued on next page

CHrysanthemums (Continued)

	Tr. Pkt.	Oz.
CARINATUM		
<i>Burridgeanum</i> . White with scarlet zone.....	\$0.15	\$0.35
<i>Northern Star</i> . Giant white, yellow zone.....	.15	.35
<i>Double Mixed</i> . Coronarium annual.....	.15	.30
<i>Golden Crest</i> . Hardy annual, 3 to 4 feet. <i>Golden Crest</i> is as great a step forward in Chrysanthemums as was <i>Radio</i> in Calendulas and <i>Jubilee Gem</i> in Cornflowers. <i>Golden Crest</i> has the robust constitution of the Coronarium varieties, making vigorous and strong, well-branched plants 3 to 4 feet in height. The flowers are produced so freely that one plant will carry as many as 50 to 60 blooms. The foliage is of an attractive silvery green, contrasting admirably with the bright butter yellow flowers. The most outstanding feature of this novelty is, however, the formation of the flower. The petals are quilled and, as will be seen by the illustration on this page, this quilling has a beautifying effect, which raises <i>Golden Crest</i> far above the level of other Chrysanthemums. In contrast to other Coronarium Chrysanthemums, this really outstanding novelty produces 100% of double flowers. Tr. Pkt.....		50c
<i>Segetum "Zebra"</i> . Annual Chrysanthemums are some of the most profitable annuals, being also modest in their requirements and easy to grow. They bloom continuously. Chrysanthemum <i>Segetum "Zebra"</i> is the first definite two-colored variety in the Chrysanthemum <i>Segetum</i> class. The tips of the petals of these medium-sized blooms, 2 inches across, are mahogany red, encircling brilliant yellow. A gay combination of colors, peculiarly attractive. The color contrast is considerably increased by means of a dark disc. Chrysanthemum <i>Segetum "Zebra"</i> is particularly suitable for borders and edgings on account of its dwarf and spreading growth and it is valuable as a lasting flower for cutting purposes. Tr. Pkt.....		50c

CINERARIAS

CINERARIA (Cremer's Prize)

Produces somewhat smaller blooms than does "Eriksson's" with plants of good height and is of such high sale value that growers, in our opinion, will not go amiss in planting liberally of both. Has taken first prize at the Philadelphia Show for the past three years. The originator is constantly improving the strain.

Tr. Pkt. (1000 seeds).....\$1.50
1/32 oz.....\$4.00 1/16 oz.....\$7.50 1/8 oz.....\$14.00

ERIKSSON'S "PRIVATE STOCK" (Mixed)
("Multiflora Maxima")

A new A.B.C. Introduction. Medium Sized Flowers—Plants of Medium Height. A Great Favorite in the Chicago Market.
Price: Tr. Pkt. of approximately 500 seeds.....\$1.50

NEW CINERARIA ("Siter's Rainbow Strain")

Although it carries immense flower heads, its compact growth and small round leaves require little room. Medium large flowers, ranging from the bright-eyed types to the finer pastel shades. Delivery from July on.

Originator's Packets. Each.....\$2.00
N. B.—The three above named strains are truly worth-while.

CINERARIA HYBRIDA GRANDIFLORA

A. B. C. Prize. The World's Best Strain of the Large Flowering Type. Blue Shades, Salmon Shades, Crimson, Prize Mixture.

Tr. Pkt....\$1.00 1/32 oz....\$3.50 1/16 oz....\$6.00 1/8 oz....\$11.00

Berlin Market. Medium large flowered and dwarf growth.

Dark blue. Tr. Pkt.....\$1.00 1/64 oz.....\$1.50

Dark crimson. Tr. Pkt.....\$1.00 1/64 oz.....\$1.50

Mixture (Weissense). A white eyed strain with good growth and flower head.

Tr. Pkt.....\$1.00 1/64 oz.....\$1.60 1/32 oz.....\$2.75

Multiflora Nana Mixed. Small flowered. A very dwarf strain of exceptional merit. Desirable for combining with other plants for filling baskets, boxes, etc., for Easter and Mothers' Day sales.

Tr. Pkt.....\$1.00 1/32 oz.....\$2.50

Stellata Hybrida. Desirable for cutting. Tr. Pkt.....\$0.50

Maritima Candissima (Dusty Miller). For bedding, vases, baskets, etc.

Tr. Pkt.....\$1.50 Oz.....\$0.40

Cineraria, Diamond. Improved form of Dusty Miller.

Tr. Pkt.....\$1.50 Oz.....\$0.60

CLEMATIS

Paniculata. One of the most popular hardy climbers.
Tr. Pkt.....\$1.50 Oz.....\$0.50 1/4 lb.....\$1.50

CLEOME PUNGENS

Spider Plant. Rose. Tr. Pkt.....\$1.50 Oz.....\$0.40

CLARKIA

Elegans Double. These desirable flowers are rapidly gaining popularity as cut flowers. Desirable for either indoor or outdoor culture.

Salmon Queen. Tr. Pkt.....\$0.20 Oz.....\$0.60

Queen Mary. Rose-carmine. Tr. Pkt.....\$0.20 Oz.....\$0.60

Scarlet Queen. Tr. Pkt.....\$0.20 Oz.....\$0.60

Albatros. White, upright, compact.

Tr. Pkt.....\$0.20 Oz.....\$0.60

Firebrand. Copper scarlet. Tr. Pkt.....\$0.20 Oz.....\$0.60

Mixed. Tr. Pkt.....\$0.15 Oz.....\$0.50

COBaea SCANDENS (Cup and Saucer Vine)

Plant seeds edgewise to insure good germination.

Blue. Tr. Pkt.....\$0.15 Oz.....\$0.50 1/4 lb.....\$1.25

White. Tr. Pkt.....\$0.25 Oz.....\$1.00

COLEUS

Giant Exhibition Mixed (Extra).

Tr. Pkt.....\$1.00 1/64 oz.....\$1.50 1/32 oz.....\$2.50

Hybridus "Rainbow" Mixture. Giant leaves of superb variation—

saved from finest collection. Tr. Pkt.....\$0.50 1/16 oz.....\$1.00

Laciniated and Fringed Mixed. Tr. Pkt.....\$0.50

CONVOLVULUS (Morning Glory)

Extra Large Imperial. These mammoth flowering Imperial Morning Glories often measure more than 6 inches across and are entirely distinct from the Morning Glory generally known. In fact, they invariably create somewhat of a sensation when in bloom. For pot or window box culture, if the runners are pinched two or three times the plant will form a dwarf and compact shape, bearing innumerable gigantic flowers. Florists who cater to the public in the way of small plants for home garden show will, we believe, find the above profitable to offer from 2 1/4" pots.

Light Chocolate, Blushed White.

Pink.

Purple Self.

Red Self.

Red, White Margined.

Red, Flaked White.

Sky Blue Shades.

White.

All Colors Mixed.

Price—All of the above:

Tr. Pkt.....\$0.20 Oz.....\$0.75

SPECIAL NOTE! We also highly recommend *Ipomoea* (Morning Glory) "Heavenly Blue," likewise for merchandising in small pots.
(See page 18 of this book for colored plate.)

Oz.	Lb.
\$0.10	\$0.85
.10	.85

COREOPSIS (Perennial Calliopsis)

Lanceolata Grandiflora. An extra fine strain of this useful golden yellow, hardy perennial. Tr. Pkt....\$0.15 Oz....\$0.30 1/4 lb....\$1.00

Lanceolata Grandiflora Mayfield Giant. The plants are taller and more vigorous than the type. The individual flowers are larger and stems are longer and stiffer. Tr. Pkt....\$0.15 Oz....\$0.30 1/4 oz....\$0.75

Lanceolata Grandiflora Double Yellow. (Double-Flowering Coreopsis). This double and semi-double form is just as easy to grow as the single, and the extra petalage adds a further charm to the flower.

Tr. Pkt.....\$0.20 Oz.....\$0.75

COREOPSIS GRANDIFLORA DOUBLE SUNBURST
(PERENNIAL)

Much of the beauty of early summer gardens is due to the brilliant golden yellow of Coreopsis plantings. There is nothing that can take its place at that time of year when yellows are so scarce, and when variations in the type are produced, they are welcomed gladly. Sunburst is a pleasant change from the well known single form, retaining its beauty of color while augmenting its effect of brilliance through the doubling of petals. The double flowers are large, 1 1/2 to 2 inches across, deep golden yellow, and are excellent for cutting as well as for garden decoration. The flowers are fine keepers, and the plants are very easy to grow. The strain is remarkably true, coming 80% double, as illustrated. Tr. Pkt....\$0.20 Oz....\$0.35

COSMOS (See page 59.)

Sensation (Novelty). A new very early giant flowering variety. Blooms large, 4 to 6 inches across. Height, 6 feet.

Tr. Pkt. 1/4 oz. Oz.

Pink\$0.25 \$0.45 \$1.50

White\$0.25 \$0.45 \$1.50

Crimson. (1938 novelty).....\$1.00

Mixed. Pink and white.....\$0.25 \$0.45 \$1.50

Orange Flare. Vivid orange with light green foliage. Blooms in less than four months from sowing. Tr. Pkt....\$0.25 Oz....\$0.40

COSMOS (Continued)**COSMOS (Early Flowering Varieties)**

Begins to bloom early July and continues till frost.

Extra-Early Express. Flowers in 45 days; 2½ feet; crimson, pink, white, or mixed. Tr. Pkt. 20c Oz. 75c

Mammoth Early. Single flowering; crimson, pink or white.

Tr. Pkt. 15c Oz. 40c

Mixed. Tr. Pkt. 15c Oz. 30c

Double Extra Early Flowering. Crimson, pink, or white.

Tr. Pkt. 40c Oz. \$2.00

Mixed. Tr. Pkt. 30c Oz. \$1.50

COSMOS (Late Flowering Varieties)

Double Crested. Crimson, pink, or white. Tr. Pkt. 30c Oz. \$1.25

Mixed. Tr. Pkt. 25c Oz. \$1.00

Klondyke. Yellow. Tr. Pkt. 20c Oz. 75c

CUPHEA PLATYCENTRA (Cigar Plant)

Russet Orange. Excellent for pot plants and borders.

Tr. Pkt. 50c 1/8 oz. \$1.25

CUPHEA FIREFLY (Novelty)

This is a semi-dwarf, compact growing annual about 10 to 12 inches in height with a spread of about 12 inches. The flowers are freely produced, and as you can see on the plant, somewhat fluted in formation, a deep rosy scarlet color, deepening to almost purple at the center. The foliage is very attractive, the plants grow very readily from seed and flower in about five months from the time they are sown. Tr. Pkt. 50c 1/8 oz. \$1.00

CYCLAMEN**True Ferd. Fischer's Giant-Flowering Strain****Preferred by the "Particular Grower" and Now Accepted as "Standard" for American and Canadian Culture**

If interested in producing Cyclamen plants that qualify in every way, plant the true Ferd. Fischer Strain. Fischer's Giant-Flowering Cyclamen justifies in every way the praise of critical growers and critical buyers. Introduced 20 years ago, this strain has continued to maintain its reputation with the largest growers. Seed of highest germination is now ready for distribution.

	Per 100 Seeds	Per 1,000 Seeds
Glowing Dark Red. Christmas red.....	\$1.15	\$10.00
Glowing Bright Red. Cherry red.....	1.15	10.00
Rose of Marienthal. Bright rose.....	1.15	10.00
Pure Rose	1.15	10.00
Pure White	1.15	10.00
White with Carmine Eye	1.15	10.00
Glory of Wandsbek. Dark salmon.....	1.45	12.00
Harlequin. Rainbow colors.....	1.45	12.00
Improved Rose of Zehlendorf. Delicate salmon.....	1.45	12.00
Improved Perle of Zehlendorf. Dark salmon.....	1.45	12.00
Bonfire. Brilliant salmon.....	1.65	15.00
America. Golden salmon.....	1.65	15.00
New Ruffled. Delicate salmon.....	1.55	14.00
New Ruffled Dark. Salmon.....	1.55	14.00
Liebesfeuer. Ruby salmon.....	1.55	14.00
Silvery Lilac Salmon (New)	1.65	15.00
Lilac	1.15	10.00
The Collection. Choice mixture.....	1.15	10.00

VOGT'S NEW DOUBLE-FLOWERED CYCLAMEN—

Admiration. Salmon-rose with shaded eye.

Prosperity. Flaming rich rose; distinct clear color.

Cerise Brilliant (New). Rich cerise red.

Rosea. Soft rose with coral cast.

Mixture of Vogt's Strain.

Prices of above varieties of Vogt's Strain:

100 seeds..... \$2.50 500 seeds..... \$10.75

250 seeds..... 5.75 1,000 seeds..... 20.00

Special quantity discount of 5% on orders for 5,000 seeds or more.

WATCH FOR A. F. S. "BLUE BOOK"

American Florist Supply brings the most complete catalog of supplies for florists, seedsmen, nurserymen.

WATCH FOR IT!! IT'S DUE IN FEBRUARY

**DAHLIA**

Salbach's Improved Unwin
Excellent for Cutting or Pot Plants

CYPERUS

Alternifolius (Umbrella Plant). Tr. Pkt. 25c

Tr. Pkt. Oz.
Oz. \$1.00

CYPRESS VINE (Ipomoea Quamoclit)

Mixed. Tr. Pkt. 15c Oz. 25c

DAHLIA

Salbach's New Improved Unwin Mixture. Exceptional for pot plants or bedding. Tr. Pkt. 50c 1/8 oz. \$1.25 1/4 oz. \$2.00

Double Large Flowering. Mixed, from named varieties.

Tr. Pkt. 35c Oz. \$2.25

Cactus Flowered Mixed. Tr. Pkt. 50c Oz. \$4.00

Single, Mixed. Tr. Pkt. 25c Oz. \$1.25

New Coltness Hybrids. Dwarf single type; very free flowering, height 2 feet. Choice mixed colors.

Tr. Pkt. 35c 1/4 oz. 60c Oz. \$2.00

***DAISY, Double English (Bellis Perennis)**

The Giant sorts are of the largest size. The flowers of the other sorts are smaller but produce very freely.

Tr. Pkt. 1/4 oz. Oz.

Monstrosa Giant White \$0.25 \$0.65 \$2.25

Monstrosa Red Improved25 .65 2.25

Monstrosa Rose25 .65 2.25

Monstrosa Mixed25 .60 2.00

The Bride or Improved Snowball. White25 .40 1.50

Longfellow. Double pink25 .40 1.50

Finest Double Mixed25 .35 1.00

Double Quilled (Tubulosa). Mixed colors30 .40 1.50

***DAISY (Shasta)**

King Edward VII. The finest Moonpenny Daisy \$0.20 \$0.60

Shasta Daisy "Alaska." The largest and best of the

Shasta Daisies25 .90

DELPHINIUM, HARDY**NEW GIANT PACIFIC HYBRIDS—Vetterle & Reinelt**

(See Outside Back Cover for listing.)

BLACKMORE AND LANGDON'S GOLD MEDAL STRAIN

(See Outside Back Cover for listing.)

BLACKMORE AND LANGDON'S GOLD MEDAL STRAIN

(See produced in America). A good average strain.

Tr. Pkt. 50c 1/4 oz. 90c Oz. \$3.25 4 oz. \$9.00

DELPHINIUM

WREXHAM HOLLYHOCK-FLOWERED HYBRIDS

Enormous spikes of large single and double blooms in all the glorious shades of blue found only in Delphiniums. The graceful spire-shaped spikes are not unlike Hollyhocks. A truly magnificent strain.

Wrexham Art Shades	Tr. Pkt.	1/4 Oz.	
Wrexham Deep Blue Shades			\$0.75
Wrexham Light Blue Shades			\$2.00
Wrexham Mid-Blue Shades			
Wrexham Mixed Containing all colors.	Tr. Pkt.	1/4 oz.	\$1.50
	Tr. Pkt.	Oz.	\$5.00
Gold Medal Hybrids. A splendid strain of mixed hybrids.....(1/4 lb., \$5.50)	\$0.25		\$1.50
Belladonna Improved (Cliveden Beauty). A very select strain of strong, vigorous habit. Large flowers of brilliant iridescent turquoise blue.....(1/4 lb., \$7.00)	.40		2.00

BELLADONNA

The original or "Regular" Strain.

Tr. Pkt. 25c 1/4 oz. 50c Oz. \$1.65 4-oz. \$5.00

LAMARTINE

Fairly deep extra bright marine-blue, considerably deeper than Belladonna and with its same free-flowering habit. Equally suited to indoor forcing or field conditions. Mildew resisted by smooth leaves. If you grow Delphinium, don't be without this outstanding new variety.

Tr. Pkt. 50c 1/4 oz.	\$1.25	Oz.	\$4.00
	Tr. Pkt.	Oz.	
Bellamsum. A rich, deep blue form of Belladonna.(1/4 lb., \$7.00)	\$0.25	\$1.75	
Chinense, Blue. Intense gentian blue.....	.20	.75	
Chinense, Album. White.....	.20	.75	
Elatum, Iceberg. A well-known strain with showy, large, pure white flower trusses.....(1/4 oz., \$1.50)	.50	4.50	
Elatum, Summer Cloud. A particularly fine strain with long spikes solidly set with pure white blooms.(1/4 oz., \$1.50)	.50	4.50	
Chinense, Blue Butterfly, Improved. (Annual). Rich ultramarine blue; height 1 foot. Excellent for the rock garden.....	.20	.75	
White Butterfly. (Annual).20	.75	
Cardinale. Large, brilliant scarlet.....	.40	2.50	

DIANTHUS

Sweet Wivelsfield. A new, hardy annual of wonderful colorings. The flowers are larger than Sweet William and are borne in trusses. This perpetual flowering Dianthus is bound to win instant favor both as a cutflower of lasting quality and as a new spring bedding plant. Tr. Pkt. 20c Oz. 75c

New Double Sweet Wivelsfield. A sensational plant—a great improvement on the original Sweet Wivelsfield, which proved such an enormous success when sent out by us some four years ago.

Tr. Pkt. 50c 1/4 oz. \$1.00

Delight (New). This is a hybrid between Sweet Wivelsfield and Dianthus Roysii. Flowers continuously out of doors from June until October, producing flowers about one-half inch in diameter, not in trusses but in alternating spikes in great profusion. There is a bewildering range of colors. Dianthus Delight is an easy growing plant which will stand many degrees of frost. Excellent for cutting. Tr. Pkt. 75c 3 Tr. Pkts. \$2.00

HEDDEWIGII

Double Japanese Pinks. 10 inches; free flowering. Fine for rock gardens.	Tr. Pkt.	Oz.	
Fireball. Double dark scarlet.....	\$0.20	\$0.80	
Pink Beauty. Blush pink.....	.20	.80	
Snowdrift. Double. Extra large flowered, pure white..	.20	.80	
Mourning Cloak. Double. Blackish maroon, margined white15	.50	
Diadem Mixture of above colors.....	.20	.75	
Lacinatus Splendens. Single; extra large 2 inch; brilliant crimson, large contrasting white eye. Special mention in "All-American Trials, 1934" ..(1/4 oz., 50c)	.25	1.50	
Double Japan. Best mixed.....	.15	.50	

DIANTHUS (Hardy Pinks)

Allwoodi Alpinus. Blooms first year from seed. Single and double fragrant flowers in all colors of Dianthus. 4 to 6 inches.

Tr. Pkt. 40c 1/4 oz. \$1.25

*DIANTHUS HARDY PINKS

	Tr. Pkt.	Oz.
Caesius (Cheddar Pink). A dwarf tufted variety. Rose-pink flowers.....	\$0.25	\$1.00
Deltoides Albus. Showy white flowers.....	.50	2.50
Deltoides, Brilliant. Dwarf, brilliant carmine blooms...	.25	1.50
Graniticus. Very low growing, forming a dense carpet covered in May and June with crimson flowers; 4 inches. A splendid variety for the rock garden.....	.40	1.75
Plumarius, Rose Hybrids. Bright rose, zoned deeper rosy red.....	.50	3.50
Plumarius, Single Mixed (Pheasant Eye Pink).(1/4 lb., \$1.00)	.10	.30
Plumarius, Double Mixed (Hardy Garden Pinks).25	1.25
Plumarius, Semperflorens (Everblooming Hardy Pinks). Mixed colors.....	.25	1.00
Rock Garden Species Mixed. A special mixture containing 25 varieties suitable for the rockery.....	.50	3.00
Latifolius Atrococcineus fl. pl. Rich firey scarlet crimson20	.75
Latifolius, Double Mixed. Various colors.....	.20	.75
Sweet Wivelsfield. This may be grown either as an annual or biennial. The plants grow 12 inches high producing an abundance of showy blooms with shades of red, pink, and crimson predominating...	.25	1.00

*DIANTHUS BARBATUS (Sweet William)

	Tr. Pkt.	Oz.
Single Holborn Glory. Large-flowering auricula-eyed. Mixed colors.....(1/4 lb., \$1.50)	\$0.15	\$0.50
Single Newport Pink. Salmony rose or Watermelon pink15	.50
Single Scarlet Beauty. Intense bright scarlet.(1/4 lb., \$2.50)	.15	.75
Single Diadem. Crimson with a large white eye.....	.15	.50
Single White.15	.50
Single Velvety Maroon.15	.50
Single Mixed.(1/4 lb., \$1.00)	.10	.30
Double-Flowering Mixed.(1/4 lb., \$2.00)	.15	.60
Midget Single Mixed. Lovely compact plants 6 inches tall in a wide range of colors.....(1/4 lb., \$10.00)	.50	3.50
Midget Double Mixed.40	2.00

SWEET WILLIAM

	Tr. Pkt.	Oz.
Annual Sweet William. (D. Barbato-sinensis). 12-inch. Single, mixed.....	\$0.15	\$0.60

DICTAMNUS (Gas Plant)

	Tr. Pkt.	Oz.
Fraxinella Rubra. A very showy hardy perennial forming a bush about 2 1/2 feet in height. Has fragrant foliage and spikes of rosy pink flowers during June and July. Seed somewhat slow in germinating....	\$0.30	\$2.00
Fraxinella Alba. Pure white flowers.....	.30	2.00

DIDISCUS COERULEUS

Blue Lace Flower. Excellent for bouquets. Flowers continually from July until frost. A money maker for florists. Tr. Pkt. 20c Oz. 80c

*DIGITALIS (Foxglove)

	Tr. Pkt.	Oz.
Giant Shirley Mixed. A greatly improved strain of unusually strong, vigorous growth. Enormous spikes 3 to 5 feet in length set with very large flowers.....	\$0.20	\$0.50
Gloxiniaeflora. Purple.....	.20	.50
Gloxiniaeflora. Rose.....	.20	.50
Gloxiniaeflora. White.....	.20	.50
Gloxiniaeflora. Mixed.....(1/4 lb., \$1.50)	.15	.50
Grandiflora (Ambigua). Light yellow.....	.25	1.00
Monstrosa (Mammoth Foxglove). Mixed.....	.20	.75

DIMORPHOTHECA

	Tr. Pkt.	Oz.
African Orange Daisy. Choice for cutting and adapted to forcing.....	\$0.20	\$0.75

DOLICHOS (Hyacinth Bean)

Desirable Annual Climber. Purple. Oz. 10c 1/4 lb. 30c

DORONICUM (Leopard's Bane)

Caucasicum Magnificum. Large, deep golden yellow daisy-like blooms in the spring. Splendid for garden display and for cutting.	Tr. Pkt. \$1.00	1/16 oz. \$2.25
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DRACAENA

Australis. Broad leaves. Tr. Pkt. 20c Oz. 75c 1/4 lb. \$2.50		
Indivisa. Narrow green leaves. The popular kind for bedding or vases. Tr. Pkt. 15c Oz. 40c 1/4 lb. \$1.00		

DUSTY MILLER

(See *Centaurea* and *Cineraria Maritima*.)

ECHINOPS (Globe Thistle)

***Ritro.** Striking hardy perennial plants with handsome silvery thistle-like foliage and fine steel blue flowers in round heads. Can be used for cutting. 3 to 5 feet. Tr. Pkt. 15c Oz. 40c

ERIGERON (Fleabane)

***Speciosus Grandiflorus.** Showy, large, daisy-like blooms of a rich purple color. Flowers continuously from May to October. Grows 2½ feet high and is a splendid border plant besides being valuable as a cut flower. Tr. Pkt. 40c Oz. \$2.00

ERYNGIUM (Sea Holly)

***Amethystinum.** Thistle-like heads composed of amethystine blue flowers. Tr. Pkt. 40c Oz. \$2.00

ESCHSCHOLTZIA (California Poppy)

Tr. Pkt. Oz.

Golden West. Yellow-orange center. \$0.15 \$0.25

Choice Mixed. All colors.15 .25

EUPHORBIA

Tr. Pkt. Oz.

Heterophylla (Mexican Fire Plant). \$0.15 \$0.50

Variegata (Snow-on-the-Mountain).15 .35

*EUPATORIUM (Mistflower, Thoroughwort)

Tr. Pkt. Oz.

Coelestinum (Hardy Ageratum). \$0.50 \$3.00

Fraseri. Dense clusters of white flowers.25 1.00

EXACUM

Provides a most useful pot plant. Numerous small dark lavender flowers with golden yellow stamens contrast wonderfully with the light green leaves. Seed sown in January or February flower in June and continue uninterruptedly until the autumn. To obtain the best results, plant two plants in each pot. Rich soil of leaf mould and turf loam in equal parts, with some sand added, is most suitable for its cultivation, which from the end of March must be carried out either in a cold frame or a well ventilated greenhouse, with the minimum of shade. Exacum Affine is a fragrant and charming indoor plant. As a cheap market plant, it is worthy of notice.

EXACUM (Atrocoeruleum)

Dark Lavender. Yellow stamens. Tr. Pkt. \$1.00

Exacum (Affine). Light mauve with golden yellow stamens. Tr. Pkt. 50c

FORGET-ME-NOT

FORGET-ME-NOT (Myosotis)

Susanne (Winter Flowering). Bright blue. Best variety for cutflowers and pots; ideal for St. Valentine Day bloom. Start seed in May and keep shifted. Will come into flower naturally for February.

Tr. Pkt. 50c 6 Tr. Pkts. \$2.50

Blue Bird. A beautiful winter-flowering Forget-Me-Not. 1 foot.

Tr. Pkt. 35c ¼ oz. 90c Oz. \$3.25

Ruth Fisher. Neat and compact habit, and the lovely blue flowers shoot up strongly over the glossy, dark green foliage; 10 in.

Tr. Pkt. 50c 1/16 oz. \$1.20

Tr. Pkt. Oz.

Alpestris, Royal Blue. Rich indigo blue. (1/4 oz., 40c) \$0.25 \$1.25**Alpestris, Rosea.** Rose color.20 .75**Alpestris, Victoria.** Azure blue; very fine.30 1.50**Alpestris, Mixed.** (1/4 lb., \$1.50) .15 .50**Dissitiflora Perfection.** Large clear blue. Early flowering. (1/4 oz., \$1.25) .50 ---**Palustris Semperflorens.** The popular ever-blooming variety. Clear blue flowers in sprays. (1/4 oz., 50c) .25 1.75**Oblongata, Blue Bird.** Large, deep blue flowers 3 to 4 months after sowing. Also splendid for growing indoors during the winter. (1/4 oz., 90c) .35 3.25

FRAGARIA (Indica)

Scarlet Fruits, Trailing. Tr. Pkt. 25c

GAILLARDIA (Blanket Flower)

Tr. Pkt. Oz.

Indian Chief. Single. Brilliant bronzy red. (1/4 lb., \$1.75) \$0.15 \$0.50**Picta Single.** Mixed.10 .25**Picta Lorenziana Double.** Mixed.15 .40

One of the showiest and most effective hardy perennial plants. It should have a place in every hardy border; also splendid for cutting. 2 feet.

GAILLARDIA (Continued)

Tr. Pkt. Oz.

***The Dazzler.** The flowers are very large, of dark, rich red with a bright orange tip on the end of each petal, making it a very attractive flower for florists. (1/4 oz., 40c) \$0.25 \$1.35

***Portola Hybrids.** Plants of strong, vigorous, upright habit, 2½ to 3 feet high. Heavy, leathery, glaucous foliage. The long flower stems, straight and strong, hold the massive yellow and red flowers erect. (1/4 oz., 50c) .25 1.50

***Grandiflora, Burgundy.** Lovely wine red flowers on long stems. (1/4 oz., 60c) .25 2.25

***Grandiflora, Tangerine.** Large tangerine colored flowers; compact growth.30 1.50

***Grandiflora Superb Mixed.** Splendid combinations of crimson and gold in great variety. (1/4 lb., \$1.50) .15 .50

***Grandiflora Compacta, Mixed.** A compact variety forming bushy plants 12 to 15 inches high, and bearing long-stemmed flowers well above the foliage.20 .75

***The King.** Extra large-flowered strain. (1/4 oz., 65c) .35 2.25

GERANIUM

Apple Scented. 100 seeds. 50c 1000 seeds. \$3.50

Zonale. Single. Fine mixed. Tr. Pkt. 40c Oz. \$2.00

Lady Washington. 100 seeds. \$2.50

*GENTIANA (Blue Gentian)

Acaulis. Dwarf, hardy perennial. Deep blue flowers. Tr. Pkt. 50c Oz. \$3.00

GERBERA

Excellent for pots or cutflowers. (Greenhouse perennial).

Jamesoni. Mixed Hybrids. 100 seeds. 40c 1000 seeds. \$3.00

*GEUM (Avens)

Atrosanguineum fl. pl. Beautiful, hardy perennial bearing profusely large, showy, double, dark crimson flowers. Tr. Pkt. 25c Oz. \$1.25

Tr. Pkt. 40c Oz. \$2.00

Mrs. Bradshaw. Large, double brilliant orange-scarlet.

Tr. Pkt. 40c Oz. \$2.00

Lady Stratheden. Large double flowers of rich golden yellow.

Tr. Pkt. 40c Oz. \$2.00

GLOXINIA

Hybrida Grandiflora. Choicest mixed. ½ Tr. Pkt. 60c Tr. Pkt. \$1.00

GODETIA (Satin Flower)

Must be grown in shallow soil. The following are all good commercial colors in the large flowered class.

Gladiolus Flowered. The flowers are double and should be cut before fully opened. Tr. Pkt. Oz. \$0.15 \$0.60

Carmine.15 .60

Rosy Morn. Bright pink.20 .60

The Bride. Combination of white and crimson. Attractive.25 1.00

Sweetheart. Dwarf—24 in. Double Poppy-like flower.25 1.00

Clear pink. Nice color.25 1.00

Sybil Sherwood (New). Bright salmon-pink, edged white.20 .85

Medium dwarf. (1/4 oz., 35c) .20 .85

Thunderbolt. Deep crimson. Medium dwarf. (1/4 oz., 50c) .25 1.75

Duchess of Albany. Pure satiny white. Large flowered and tall.20 .50

Tall Double Mixture.15 .50

GOMPHRENA GLOBOSA ("Globe Amaranth")

Splendid everlasting; excellent for cutting.

Everlasting (Globe Amaranth). 30 in. Makes nice material for garden decoration and cutting. The varieties Aurea Superba and Rubra are particularly attractive; also Nana Compacta Rubra is choice for edging.

Aurea Superba. Orange. Large flowered. Choice for cutting. Needs support. Tr. Pkt. 15c Oz. 40c

Tr. Pkt. Oz. \$0.15 \$0.40

Nana Compacta Rubra. Dwarf strain of Rubra. 8 in.15 .25

Choice for edging.15 .25

Rose. Light rose pink. White. Grayish white.15 .25

Rubra. Bluish purple. Very bright deep color.15 .25

Mixed.15 .25

GOURDS (Ornamental)

Calabash. \$0.10 \$0.30

Mixed Varieties.10 .30

GRASSES (Ornamental)

Coixlacryma, Jobi (Job's Tears). Oz. 10c 1/4 lb. 25c

Tr. Pkt. Oz. \$0.15 \$0.60

Pennisetum Rueppelianum (Purple Fountain Grass). \$0.15 \$0.60

Longistylum.15 .60

Above used largely for bordering canna beds.

GREVILLEA ROBUSTA

Ornamental foliage plant for vases, etc. Easily raised from seed.	Tr. Pkt.	Oz.	
Australian Silk Oak. Seeds should be sown in early spring with plenty of bottom heat and in a well drained, loose soil. Grown in a 60° house, 5 in. pot plants available by fall. (1/2 oz., 40c)	\$0.20	\$0.75	
Robusta Pyramidalis. Pyramidal habit.25	1.50	

GYPSOPHILA (Baby's Breath)

The following are always in demand to mix with other cut flowers. Free blooming plants of easiest culture. Desirable for cutting to mix with other flowers. Several plantings can be made during the season at intervals of ten days' time, in order to have a succession of bloom.

Oz. 4 oz. 1 lb. 5 lbs.

Covent Garden Market. Extra large flowered, full petalled—flowers having 6 to 8 petals instead of the usual 4 to 5....	\$0.20	\$0.50	\$1.60	\$6.50
London Market. Slightly taller than Covent Garden Market and later.20	.50	1.50	6.50

Paris Market. Standard medium size flowered strain.15	.40	1.00	4.50
Elegans Carminea. Same habit as others but with bright carmine-pink flowers. Rather small flowered.				

Tr. Pkt. 10c	Oz. 20c	1/4 lb. 60c	Lb.	\$2.00
Elegans Rosea. Delicate pink.				

Tr. Pkt. 10c	Oz. 20c	1/4 lb. 60c	Lb.	\$2.00
			Tr. Pkt.	Oz.

*Paniculata (Baby's Breath). The fine mist-like flowers are much used in bouquets. (1/4 lb., \$1.25)	\$0.15	\$0.40		
*Paniculata fl. pl. Double flowering. The original type and one of the best perennials in the list for cutting.50	3.25		

*Pacifica. Small pink blooms borne profusely after the paniculata varieties are past.35	3.50		
*Repens. An elegant, hardy, trailing plant for the rockery, with clouds of small white flowers in July and August.25	1.25		

*Repens Rosea. Of the same neat habit as the above but with pale rose blooms.25	1.75		
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HELENIUM (Helen's Flower)

Strong-growing, hardy perennials, giving an enormous crop of flowers in late summer.

*Autumnale Superbum. Golden-yellow flowers; 5 to 6 feet.	50c	Oz.	\$3.50
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HELIANTHEMUM (Rock, Sun Rose)

***Mutabile.** Exceedingly pretty, low-growing, evergreen plants forming broad clumps which, during their flowering season, July to September, are quite hidden by a mass of bloom. Well adapted for the front of the border, the rockery, or a dry, sunny bank. Choice mixed varieties.

Tr. Pkt. 20c Oz. 75c

HELICHRYSUM (Strawflowers)

Our strain produces large, perfect double flowers. Excellent for cut flowers, either fresh or in dried state.

Tr. Pkt. Oz. Lb.

Fireball. Showy, deep crimson.	\$0.15	\$0.60	\$6.00
Golden Ball. Clear golden-yellow.15	.60	6.00
Canary Yellow Buttercup. New.15	.60	6.00
Rose-Carmine.15	.60	6.00
Rose-Pink.15	.60	6.00
Salmon-Pink.15	.60	6.00
Silver Pink.15	.60	6.00
White.15	.60	6.00
Violet.15	.60	6.00
Mixed. All colors.15	.50	5.50

***HELIANTHUS (Hardy Sunflower)**

Dwarf Chrysanthemum Flowered. Contains a fair proportion of fully double flowers.

Tr. Pkt. 10c Oz. 20c

Russian or "Oscar Wilde." Large single sunflower.

Oz. 10c Lb. 50c

HELIOPSIS (Orange Sunflower)

***Scabra Excelsa.** Rich chrome yellow flowers turning to a bright yellow as they mature. These are almost double, having from 4 to 5 rows of petals. They are produced very profusely. The plant is of robust growth, about 3 feet high, and makes an effective display of flowers from July to the end of August.

Tr. Pkt. 20c Oz. 75c

HELIOTROPE

Can be bloomed from seed in four months.

Lemoine's Giant. Excellent large flowering strain.

Tr. Pkt. 25c Oz. \$1.25

***HEUCHERA (Coral Bells)**

Sanguinea. One of the finest hardy perennials. The flowers are rich, bright, coral red. The leaves are light green and slightly hairy. Excellent for cutting; 30 inches.

Tr. Pkt. 50c 1/8 oz. 75c 1/4 oz. \$1.25 Oz. \$4.50

***HIBISCUS (Giant Mallows)**

A wonderfully improved form of our native Marshmallow in which flowers of enormous size, frequently 10 to 12 inches in diameter, have been developed. Our colors are saved from segregated plants and will come true.

Tr. Pkt. Oz. 1/4 lb.

Giant Dark Red. \$0.15 \$0.60 \$2.00

Giant Mallow Pink.15 .60 2.00

Giant Rose.15 .60 2.00

Giant White, Crimson Eye.15 .60 2.00

Giant Mixed.15 .50 1.50

***HOLLYHOCK (Althaea Rosea)**

Imperator (New). Very large, double blooms with elegantly and deeply fringed outer petals and a very double crested rosette in the center. Includes many charming color combinations of choice, delicate tints.

Tr. Pkt. 25c 1/4 oz. 50c Oz. \$1.60

Triumph (New). Of branching habit, 4 to 5 feet tall. Blooms 10 days earlier than others. Has very double flowers composed of attractively waved and fringed petals. Many splendid and rich colors.

Tr. Pkt. 40c Oz. \$2.00

Chater's Choice Double Strains: Double Salmon-Rose

Double Bright Rose

Double Red

Double Maroon

Tr. Pkt. Oz. 1/4 lb.

Any of the above. \$0.30 \$1.25 \$4.00

Double Mixed.25 1.00 3.50

Double Newport Pink.30 1.50 4.50

Single Mixed (Allegheny Types). All colors.15 .50 1.50

HONESTY (Lunaria)

Biennis (Biennial). Admired for its seed panicles.

Tr. Pkt. Oz.

White. 40 inch. \$0.20 \$0.50

Crimson. 48 inch.20 .50

Mixed.15 .40

HUMULUS JAPONICA (Japanese Hop)

Ornamental.

HUMULUS (Variegated Hop)

Climber. Tr. Pkt. 15c Oz. 60c

HUNNEMANNIA (Mexican Tulip Poppy)

Fumariæfolia. Produces flowers from July till frost. Desirable for cutting.

Tr. Pkt. 15c Oz. 50c

Sunlite (New). Semi-double. Tr. Pkt. 25c 1/4 oz. 40c Oz. \$1.50

HYPERICUM POLYPHYLLUM

Spreading Yellow Flowers. Tr. Pkt. 35c

IBERIS (Hardy Candytuft)

Gibraltarica Hybrida. White shading to lilac. 12 inches high.

Tr. Pkt. 15c Oz. 75c

Sempervirens. The popular hardy white variety.

Tr. Pkt. 35c Oz. \$1.50

ICE PLANT

Mesembryanthemum. White flowers.

Tr. Pkt. 15c Oz. 40c

IMPATIENS

Provide splendid pot plants for Christmas sales. Also useful for porch boxes. Will succeed in partial shade.

Holstii. Liegnitzia. Deep vermillion-red.

Tr. Pkt. 50c

Holstii. Hybrids. Finest mixture.

Tr. Pkt. 40c 1/32 oz. 75c

Sultanii. Bright Rose. Tr. Pkt. 35c 1/16 oz. \$1.00

Sultana Hybrida. Mixed. Tr. Pkt. 50c 1/16 oz. \$1.00

INCARVILLEA (Hardy Gloxinia)

***Delavayi.** A showy plant for the hardy border, producing large Gloxinia-like rose-colored flowers on 15 to 18-inch high stems, during June and July. Should be well protected with leaves or litter during the winter.

Tr. Pkt. 50c Oz. \$4.00

THE C-O-M-P-L-E-T-E SUPPLY CATALOG!!

• • • A. F. S. "BLUE BOOK"

For Florists, Seedsmen, Nurserymen

Watch for it . . . in February!

IPOMOEA (Moonflower, Etc.)

IPOMOEA (See page 18.)

	Tr. Pkt.	Oz.	Lb.
Bona Nox (Evening Glory). Large, blue.....	\$0.10	\$0.20	\$2.20
Imperialis Japanese Fancy Fringed, extra.....	.10	.25	2.40
Japanese Giant Mixed.....	.15	.50	6.00
Noctiflora (Moonflower). White seeded.....	.10	.40	4.00
Noctiflora (Moonflower). Black seeded.....	.10	.40	4.00
Rose Marie. Double deep rose.....	.25	.60	...
Setosa (Brazilian Morning Glory). Red.....	.10	.30	...

Ipomoea "Heavenly Blue." Clark's Improved Early Flowering Strain. Clark's strain is well known and widely used throughout the United States. It is early flowering and makes a sparse growth of foliage. When growing Ipomoeas, care should be taken to plant them in a dry, sandy location, and fertilizer should never be applied. One of the most admired flowering vines at the Chicago Century of Progress, 1934. This climber made a beautiful showing on the back wall of the Horticultural Building. A color of pure, unrivaled beauty.

Clark's Early-Flowering Heavenly Blue. A good seller when offered in small pot plants for setting out in the garden in spring.

Tr. Pkt..... 25c Oz..... 75c Lb..... \$8.00
Ipomoea Quamoclit. Cardinal climber. Tr. Pkt..... 15c Oz..... 60c

KALANCHOE

Blossfeldiana (Globulifera Coccinea). A succulent plant that is very easy of cultivation. The flowers are similar to Bouvardia in form, and in color they are very bright scarlet. Tr. Pkt... 60c 3 Tr. Pkts... \$1.50

CULTURE FOR KALANCHOE

Propagated easily from seed. Sow in January and prick off when large enough. Place two plants in a pot; this will make for business. Plants pinched in June and July will not flower as early as those not pinched. Plants should be made up similar to Poinsettias. Shade from Aug. 16 to Oct. 15 will produce plants for Christmas if grown in a 60-65 deg. house. No specific recommendations as to soil or fertilizer. Time of later bloom controlled by temperature.

KOCHIA

Summer Cypress or Mexican Fire Bush Childsi. Improved strain. Tr. Pkt..... 10c Oz..... 20c

LANTANA

Desirable for bedding, pot culture, vases. Seed must be sown with bottom heat and early.

Dwarf Compacta, Mixed. Tr. Pkt..... 15c Oz..... 60c

LARKSPUR

An important cut flower both for greenhouse and outdoor culture. Moderate temperature and a moist soil are necessary to obtain good germination. Seed frequently fails to start at all in hot weather. The Base Branching class, also known as the Imperial or Spiral, improves the original Stock-flowered in being somewhat longer stemmed. The Hyacinth-flowered type produces but one non-branching flower spike. They do well on a raised or shallow bed where the growth can be hardened some, but on a deep ground bed, especially if grown cold, they produce hollow stems that break easily in handling.

Cinnabar Cockade (New). Cinnabar is a rich, brilliant rose red; plants are compact and symmetrical, throwing long spikes of very double flowers. Cinnabar has the same graceful habit as Blue Cockade. This variety is destined to be the florists' favorite for cut-flower purposes; its brilliant color and long spikes have great buying appeal.

Tr. Pkt..... 35c Oz..... \$2.25 1/4 lb..... \$7.50

Larkspur Giant Imperial Cattleya. This is a late flowering, branching from the base habit (two to three weeks later than other sorts) which lengthens the flowering season. The color is a rich rosy lilac and full double flowers are closely spaced on four to five foot stems. Highly commended by the Royal Horticultural Society after trial at Wisley, England, 1934.

Tr. Pkt..... 25c Oz..... \$1.00

Larkspur Giant Imperial Dazzler is in full bloom seven to ten days earlier than any of the other varieties. The flowering spike is very long with closely spaced mammoth flowers of a vivid lustrous carmine color. Dazzler will make an ideal florists' variety for earliness and its long flowered spike, also for the home gardener who loves grace and brilliancy.

Tr. Pkt..... 25c Oz..... \$1.00

Larkspur Giant Imperial Sweet Lavender. A delightful shade of rich lavender blue, the flowers are very large, full double, closely spaced on a long flowering truss. Sweet Lavender is an outstanding new shade of great merit. Highly commended by the Royal Horticultural Society after trial at Wisley, England, 1934.

Tr. Pkt..... 25c Oz..... \$1.00



Larkspur, Giant Imperial

LARKSPUR (Continued)

STANDARD LIST

Base Branching or Imperial Varieties

- *Blue Bell. Fairly deep blue; excellent.
- Blue Spire. Very deep violet-blue.
- Carmine King. Carmine-rose.
- Daintiness. Light lavender-blue.
- Exquisite Pink Improved. Rich soft pink.
- *Gloria Improved. Bright rose-pink. We find clearly improved Gloria, that we are dropping.
- *Lilac Queen. Rich lilac-lavender.
- Los Angeles Improved. Salmon-rose.
- *Miss California. Pink shaded salmon.
- The Empress. Salmon-pink.
- *White King. We find this to be the best clear white.
- White Spire. Good clear white.

Prices on all above varieties:

Tr. Pkt..... 25c Oz..... \$1.00 Lb..... \$10.00

Mixed: Tr. Pkt..... 20c Oz..... 80c Lb..... \$8.00

"Rosamond." Quite a new and distinct color in Larkspur. A pure self Rose which does not change color with age. Heavily covered with large double flowers, unsurpassed for cut flowers. Award of merit, Wisely, England, 1934.

Tr. Pkt..... 25c Oz..... 75c Lb..... \$8.00

Stock-Flowered Varieties

Dark Blue. A rather heavy color.

Empress Rose. An excellent pink.

La France. Salmon-pink.

*Lilac. Pleasing shade of lilac.

*Los Angeles. Salmon-rose.

*Rose Queen. Very attractive rose-pink.

Rosy Scarlet. Not much of this.

*Sky-Blue. Good light blue.

White. Prefer White Spire.

Prices on all above varieties:

Tr. Pkt..... 20c Oz..... 50c Lb..... \$5.50

Mixture. Tr. Pkt..... 15c Oz..... 30c Lb..... \$3.50

Dwarf Emperor Type

This class grows less than half the height of the above cut flower kinds and is used for bedding or border work. Tr. Pkt. Oz.

Ageratum Blue. Well named and pleasing..... \$0.25 \$0.75

Enchantress. Soft salmon-pink. Choice..... .35 1.50

Pink Delight. Rich rose-pink..... .25 .75

Giant Hyacinth Flowered

Produces one long non-branching spike. Dark Blue. Lilac. *Pink.

*Purple. White. Each: Tr. Pkt..... 25c Oz..... 80c Lb..... \$8.00

Mixture. Tr. Pkt..... 20c Oz..... 60c Lb..... \$6.00

***LATHYRUS (Hardy Sweet Pea)**

Showy, free-flowering, hardy perennial climbers for covering old stumps, fences, etc. Continually in bloom, fine for cutting.	Tr. Pkt.	Oz.	1/4 lb.	
<i>Latifolius</i> "White Pearl." The finest white.....	\$0.15	\$0.60	\$2.00	
Pink Beauty. Rosy pink.....	.15	.50	1.50	
Red. Rosy red.....	.15	.50	1.50	
Mixed15	.40	1.25	

LAVANDULA (Sweet Lavender)

* <i>Vera</i> . Well-known fragrant hardy perennial. Always in good demand.	Tr. Pkt.	Oz.	75c
20c			

***LEPTOSYNE STILLMANII**

Golden yellow, fine for cutting. Flowers in six weeks.	Tr. Pkt.	Oz.	75c
15c			

***LIATRIS (Blazing Star, Gay Feather)**

<i>Pycnostachya</i> . Most showy and attractive with its long spikes of rosy purple flowers from July to September; 5 feet.	Tr. Pkt.	1/4 oz.	40c	Oz.	\$1.25
<i>Scariosa</i> . Deep purple flowers on graceful stems 3 to 4 feet high.	Tr. Pkt.	1/4 oz.	70c	Oz.	\$2.50

LILIMUM

<i>Longiflorum Praecox</i> "White Queen." The cult of the Lilium family has experienced an immense impetus of recent years, and we are pleased to be able to supply this beautiful Lily, which, with its long snowy-white pendant flowers is remarkable for the celerity with which it can be raised from seed. The plants begin to bloom well within 12 months from the time of sowing. The flowers are of exquisite form and very freely produced. This new Lily has proved itself an excellent market plant. It received an Award of Merit from the Royal Horticultural Society in 1932.	Tr. Pkt.		\$1.00			
<i>Philippine Formosanum</i> (Selected Pure White Strain). A truly remarkable Lily with umbels of large, white, long-trumpet-shaped flowers, like an Easter Lily. Will bloom in 6 to 8 months from the time seeds are sown. Very fragrant. 2 to 3 feet.	Tr. Pkt.					
30c	Oz.		\$1.75			
<i>Regale</i> . This wonderful Lily is easily grown from seed, flowering the second season.	Tr. Pkt.	20c	Oz.	50c	1/4 lb.	\$1.75
<i>Tenuifolium</i> (Coral Lily). Bears in profusion medium-sized flowers of perfect form and of dazzling coral red. Excellent for the rock garden or for forcing; 1 to 2 feet; May. Perfectly hardy.	Tr. Pkt.					
30c	Oz.					\$1.50

LINARIA

Fairy Bouquet. Compact growth, large flowers in many distinct colors. Blooms early. Flowers resemble miniature snapdragons.	Tr. Pkt.	20c	1/4 oz.	35c	Oz.	90c
<i>Cymbalaria</i> (Kenilworth Ivy or Mother of Thousands). Lavender and purple. A charming, neat, hardy perennial trailing plant.	Tr. Pkt.					
30c	Oz.					\$1.50

LINUM (Flax)

* <i>Perenne</i> (Blue Flax). A desirable plant for the border or rockery. Light graceful foliage and large blue flowers all summer long. Grows 18 inches high.	Tr. Pkt.	15c	Oz.	40c	1/4 lb.	\$1.25
<i>Flavum</i> . Yellow, June-Sept.; 2 feet.	Tr. Pkt.			40c	1/4 oz.	\$1.00

LOBELIA

<i>Crystal Palace Compacta</i> . 4 inch.....	Tr. Pkt.	1/4 oz.	Oz.	\$0.25	\$0.50	\$1.75
<i>Blue Gown</i> . Clear deep blue, without eye, fine compact habit.....		.25	.75			
<i>Blue Stone</i> . Re-selected. Compact habit, large flowers, brilliant mid-blue.....		.25	.75			
<i>Mrs. Clibran Improved</i> . Deep blue, white eye....		.25	.90			
<i>Speciosa</i> . Dark flowers and foliage. 10 inch.....		.20			1.00	
<i>Emperor William</i> . Dwarf. 4 inch.....		.25	.40		1.50	
<i>Cambridge Blue</i> . Light blue with green foliage....		.35	1.00		3.75	
<i>Gracilis</i> . Blue, 10 inch.....		.15			.80	
<i>Mauve Queen</i> (New). Attractive light lilac. Compact even growth.....		.35	1.00			
<i>White Lady</i> . Pure white.....		.35	1.00			
<i>Mixed</i> . 10 inch.....		.15			.80	
<i>Pendula, Hamburgia</i> . Good for hanging baskets, sky-blue, white eye.....		.25	.50		1.50	
<i>Sapphire</i> . For hanging baskets, large deep navy-blue with white eye.....		.25	.50		1.75	
<i>Angelina</i> . White, light green foliage. For hanging baskets.....		.25	.50		1.80	
* <i>Cardinalis</i> (Cardinal Flower). Brilliant scarlet blooms35	1.20		4.25	

LOPHOSPERMUM

<i>Scandens</i> (Climbing Foxglove). Rose.	Tr. Pkt.	35c	1/4 oz.	80c	Oz.	\$2.80

LOVE IN A MIST (See *Nigella*)

LUNARIA (Honesty, Moonwort)

* <i>Biennis Alba</i> . A very showy biennial grown primarily for the glistening silvery membrane of its seed pods which are splendid for winter bouquets. May be grown as an annual if sown early in the year. Produces attractive blooms which are splendid for cutting.	Tr. Pkt.	Oz.
White		
Crimson		

Mixed	Tr. Pkt.	Oz.
White		
Crimson		

LUPINUS (Lupins)**LUPINUS (Annual)**

New <i>Hartwegi</i> (King). An improved strain. 3 to 4 feet high, with base branching habit. Each plant produces from 4 to 6 spikes of bloom, which are much larger than the old type.	Tr. Pkt.	Oz.
King Blue. Enormous spikes of rich Oxford blue.....	\$0.25	\$1.00
King Sky Blue. Clear light blue.....	.25	1.00
King White. Glistening pure white.....	.25	1.00
Choice Mixed.....	.20	.75

Standard Annual Varieties

Pink	Tr. Pkt.	Oz.	1/4 lb.	Lb.
		\$0.15	\$0.25	\$0.75
Rich Blue15	.25	.75
Sky Blue15	.25	.75
White15	.25	.75
Mixed15	.25	.65

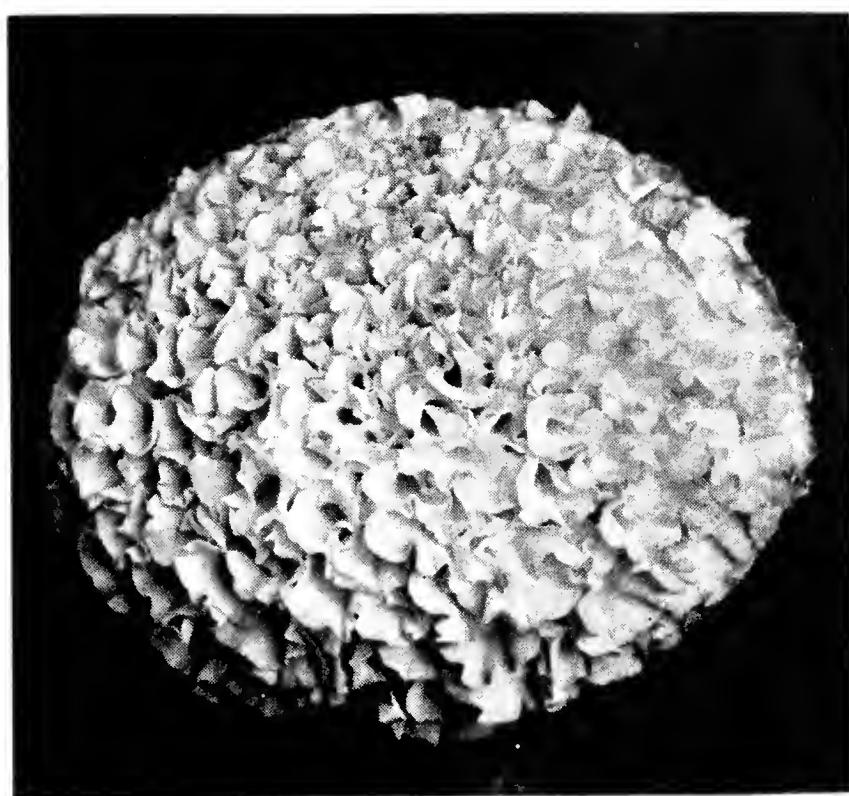
* <i>Polyphyllus</i> (Perennial Lupins). Effective plants with large spikes of flowers.	Tr. Pkt.	Oz.
King Blue. Enormous spikes of rich Oxford blue.....	\$0.25	\$1.00
King Sky Blue. Clear light blue.....	.25	1.00
King White. Glistening pure white.....	.25	1.00
Choice Mixed.....	.20	.75

***RUSSELL LUPINS "New Miracle Flowers"**

Extraordinary colors; many new shades, never before seen in Lupins. See Novelty Pages in This Book for Illustration and Complete Description.	Tr. Pkt.	Oz.
12 seeds..25c	50 seeds..65c	120 seeds..\$1.25
		250 seeds..\$2.50

***LUPINUS (Polyphyllus)**

Salmon Queen. A beautiful strain of salmon shades.....	Tr. Pkt.	Oz.
Blue		
Luteus. Yellow shades.....		
Moerheimi. Pink and white.....		
Roseus. Soft pink.....		
White		
Mixed, All Colors.....		
	(1/4 lb., 75c)	.15
		.25



Marigold, Tall African "All Double"

Australian Tree

This is another desirable Winter Flowering Marigold with long stems. Color: Golden yellow and mahogany.

Tr. Pkt.....25c 1/2 oz.....60c Oz.....\$1.00

Bodger's Gigantea "Sunset Giants" (Carnation Flowered)

"Marigold Sunset Giants" is a Novelty from California; it is said to have the largest known flowers in the "Marigold" group, averaging 5 inches and some flowers attaining a size of 7½ inches across; they are produced in great profusion. Instead of the usual "Marigold" odor these flowers have a definitely sweet fragrance. They are loosely formed, very full centered, with broad, heavy petals gracefully overlapping to make a flower of great depth and even larger than Dahlia Flowered Zinnias. "Sunset Giants" is a mixture ranging from deep orange through golden orange, deep golden yellow, light yellow, lemon yellow, and a delightful new shade of primrose. The strain comes from 60 to 65 per cent double. The plants are normally 3½ to 4 feet high, but under favorable conditions have been known to grow as much as 7 feet high. Excellent for cutting.

Tr. Pkt.....35c 1/4 oz.....75c Oz.....\$2.50 1/4 lb.....\$8.00

New Marigold Chrysanthemum Flowered Hybrids

(Waller-Franklin.)

These new Hybrids consist of many new and distinct types of Marigolds, varying in size of bloom from two to four inches in diameter. Some of these types have petals which are very quilled and in-curved and which remind one of miniature American Beauty Asters in orange and yellow. There are also the imbricated types which have from four to five rows of flat petals and in the center there are many small quilled florets.

These beautiful types are quite variable and are most desirable. The beautiful colors are most fascinating and can best be described as containing all shades of orange and yellow. The plants are about three feet high, supporting masses of flowers on fine stems for cutting.

Tr. Pkt.....25c Oz.....\$3.50 1/4 lb.....\$12.00

African, Little Giants Mixed

Little Giants throws blooms varying in form from the informal Carnation type to the perfect *Fistulosa* globe. The plants are very closely compact and the stems short. Its foliage is a beautiful dark bluish green. Although Little Giants range in height from 10 to 15 inches, a fraction percentage of taller plants will show up. However, these are easily detected at the transplanting stage as they all have light colored foliage—Little Giants being a deep bluish green. Little Giants is strongly recommended for bedding and pot plants, especially the latter—as it will bloom a head of twenty-five flowers all at the same time. Color ranges from a yellow to a very bright orange, with many shades in between. Tr. Pkt.....35c 1/4 oz.....\$1.25 Oz.....\$4.00



Marigold "Guinea Gold"
(Carnation Flowered)

African Dwarf

Golden Queen. A dwarf, large-flowered, full double, light orange of imbricated or carnation type of flower. Varies in height with us from 12 to 14 inches outside to 2 feet under glass, and comes around 80% double. From seed sown January 9 we flowered this variety April 15 on a raised 6-inch bed. Tr. Pkt.....25c 1/4 oz.....40c Oz.....\$1.50

Carnation Flowered

Loosely ruffled petals and size of this group suggests carnations. Very popular for summer cutting and greenhouse forcing.

Sunset Giants. The largest flowering strain of Giant Marigolds. We have noted plenty of 7-inch flowers of this variety under California conditions. Mixture of colors from lemon-yellow to clear orange. Loosely formed flowers with Giant African growth, though somewhat uneven. Tr. Pkt.....50c 1/4 oz.....\$1.25 Oz.....\$4.00

Yellow Supreme. Creamy lemon-yellow, loose petaled, 2- to 3-inch flowers produced on nice stems for cutting. 2½ feet.

Tr. Pkt.....25c 1/4 oz.....40c Oz.....\$1.25 4 oz.....\$4.00

Guinea Gold. Light attractive orange-colored flowers, about 2 inches, and very freely produced throughout the summer. No retail grower should be without a row of this and Yellow Supreme. 3 ft.

Tr. Pkt.....25c 1/4 oz.....50c Oz.....\$1.50 4 oz.....\$5.00

New Marigold "Golden Eagle"

Very similar in habit, flower size and type to the well known Guinea Gold. The color, however, is a rich golden yellow, midway between Yellow Supreme and Guinea Gold. If you have grown these two, the value of this new color, especially for outdoor cutting, can be visualized and appreciated. Tr. Pkt.....50c 1/4 oz.....\$1.00 Oz.....\$3.50

Burpee Gold

Odorless foliage; Carnation-like flowers. Here is truly a Marigold with a host of things to commend it—even, rich, deep orange color, large flowers, 3½ inches across, beautiful Carnation-like form, attractive habit, uniformity of color and blooming time, full doubleness with no singles, earliness, and above all absolute freedom from the usual Marigold odor. Flowers somewhat resemble Guinea Gold, being made up of loosely arranged rays or petals which are shallowly fluted.

Tr. Pkt.25c

**MARIGOLD,
Tall Single French,
"Flaming Fire"**

The long-stemmed, brightly colored, large single flowers, 2 inches across, vary in color at different seasons; at times they are flaming red and other times red and yellow. The variations in color and pattern of this Marigold are inherited and constitute what is known as a variegation. Plants are much branched, 2½ feet tall, come into bloom in about 12 weeks, and continue to bear most profusely all through the season.

Price: Tr. Pkt.....25c



**New Marigold
"Flaming Fire"**

FRENCH MARIGOLDS

Tall Small-Flowered

Double Scotch Gold Striped. Highly effective and true but rather late flowering for early frost sections. 2½ ft.
Tr. Pkt.....20c ¼ oz.....35c Oz.....\$1.00

Tall French Double

Pulchra-Plena. Brown and gold. Tall growing and excellent for culture, either under glass or in the open. We highly recommend this for cutting.
Tr. Pkt.....15c Oz.....50c
Single Josephine. Small dark brown. 2 ft. Tr. Pkt.....15c Oz.....50c

Dwarf Small-Flowered

Most valuable class to flower in small pots for spring combinations. For this use sow early in January and carry on in a warm house. Also this class is largely used in outdoor work.

Dwarf Royal Scot, All-Double (New). (Waller-Franklin description). For many years we have been working on striped French Marigolds and we now have an achievement of which we are very proud. We offer the trade a new strain of Dwarf Striped French Marigold. Growth, dwarf and bushy, every plant of a uniform shape and height of about 10 to 12 inches. Color is rich mahogany and gold in uniform stripes. In addition, we offer practically absolute doubleness in each plant.
Tr. Pkt.....25c Oz.....\$2.00 ¼ lb.....\$7.00

Improved Harmony. Medium size Scabious-like double flowers. Deep orange center with maroon-red outer petals. Quite striking and distinct. Valuable for cutting and bedding. 14 to 18 in.

Tr. Pkt.....25c ¼ oz.....35c Oz.....\$1.00
¼ lb.....\$3.00 Lb.....\$10.00

Electric Light. Double to semi-double, about the size of Legion of Honor. Attractive for bedding. Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.50

French Double Striped. Orange and yellow striped and mixture of colors. A very excellent bright mixture, and with us gets into flower fairly early. Fully 80% double, uniformly 16 to 20 in.

Tr. Pkt.....25c Oz.....75c

Double French Monarch Strain. A bright mixture of mahogany, orange and yellow. Around 75 to 80% full double, nicely formed flowers. Flowers of this strain are more attractive than the Dwarf French mixed that follows, but they are also about 2 weeks later flowering and in sowing this should be remembered. 14 to 16 in.

Tr. Pkt.....20c Oz.....75c

Dwarf French Double Mixed. A very colorful mixture. Excellent for combinations or bedding. Tr. Pkt.....15c Oz.....50c Lb.....\$4.50

Robert Beist. Extra deep rich mahogany-red, medium size. Fully 80% double. Fairly uniform in height. 16 to 20 in. Tr. Pkt.....20c Oz.....50c

Monarch Golden Ball. Light golden orange and nearly 100 per cent double. Easily the finest in this color. 12 to 15 in.

Tr. Pkt.....20c Oz.....75c

Pallida. Double lemon or light yellow. Nearly 100% double and uniform. 12 in. Tr. Pkt.....20c Oz.....65c

Fire Cross. Single dwarf light orange, resembles Legion of Honor except that the yellow on outer edge of petals is a deeper golden shade. Also we find Fire Cross some earlier flowering and more compact. A valuable outdoor variety. 12 to 14 in.

Tr. Pkt.....20c Oz.....60c

Legion of Honor. A well known dwarf single. The lemon-yellow in this variety contrasts brightly with the mahogany center. Both the above two dwarf singles are valuable for early flowering in small pots.

Tr. Pkt.....15c Oz.....50c

Signata Pumila, Little Giant. Very small bright orange-colored flowers freely produced on dwarf, uniformly compact growth. 6 in. Excellent for edging. Tr. Pkt.....25c ¼ oz.....40c Oz.....\$1.40

MARIGOLDS (General List)

Giant African Class

3 feet. Large, double-flowered; a valuable class for cutting.

All-Double Orange. Not quite so large as Prince of Orange, the percentage of doubles will run much higher, 80 to 85%, with a few semi-doubles. We prefer the All-Double strain.

Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.50 4 oz.....\$5.00

All-Double Lemon. Same high double percentage as in All-Double Orange. The demand for these colors usually calls for about 25% of the All-Double Lemon.

Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.50 4 oz.....\$5.00

All-Double Mixed. Mixture of both above colors.

Tr. Pkt.....25c ¼ oz.....40c Oz.....\$1.35 4 oz.....\$4.00

Prince of Orange. For size and perfect flowers the finest Giant African strain. 60% fully double, balance all single.

Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.50

Lemon Queen. Same as Prince of Orange in lemon color.

Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.50

Golden Emblem. Rich golden yellow mid-way between orange and lemon. An attractive addition to the Giant African type.

Tr. Pkt.....25c ¼ oz.....40c Oz.....\$1.50

Miscellaneous Large-Flowered Marigolds

Crown of Gold. Clear yellow, small-flowered, about 1½ inches with cushioned center and outer guard petals, in form resembling Dixie Sunshine. Tr. Pkt.....25c
Dixie Sunshine. Medium size, bright yellow, fully double, ball shaped. Nice for cutting and garden decoration, but one of the latest flowering kinds on the list and sometimes caught by early frost before flowering in our latitude. 3 ft. Tr. Pkt.....25c

MARVEL OF PERU (Four O'clock)

Mixed Colors. Oz.....15c ¼ lb.....40c

MATTHIOLA

Bicornis. Evening-scented stock, purplish-lilac. Tr. Pkt.....15c Oz.....30c

MATRICARIA

***Capensis Alba Fl. Pl.** Double White. Tr. Pkt.....15c Oz.....50c

***Golden Ball.** Tr. Pkt.....40c Oz.....\$2.00

MESEMBRYANTHEMUM

Crystallinum. Ice Plant. White flowers. Tr. Pkt.....15c Oz.....40c

MIGNONETTE

For greenhouse forcing should be sown in August in pots. For a spring crop sow in January. Disbudding is necessary for large spikes.

Ball Strain. Tr. Pkt.....\$1.00 ¼ oz.....\$1.75 Oz.....\$6.00

New York Market. Tr. Pkt.....\$1.00 ¼ oz.....\$1.75 Oz.....\$6.00

Machet. Good for summer bedding work. Tr. Pkt.....15c Oz.....50c

Golden Goliath. **Goliath Red.** Each: Tr. Pkt.....20c Oz.....75c

Sweet Scented. Large flowering. Tr. Pkt.....10c Oz.....15c ¼ lb.....35c

MIMOSA (Sensitive Plant)

Pudica. Tr. Pkt.....20c Oz.....40c

MIMULUS

Moschatus (Musk Plant). Tr. Pkt.....35c ⅛ oz.....60c

Tigrinus (Monkey Flower). Tr. Pkt.....15c ¼ oz.....50c

MORNING GLORY

Japanese Select. Tr. Pkt.....10c Oz.....15c

MUSA

Ensete (Abyssinian Banana).

25 seeds.....60c 100 seeds.....\$2.20 1000 seeds.....\$20.00

*MYOSOTIS (Forget-Me-Not)

Blue Bird. A beautiful winter-flowering Forget-Me-Not. 1 ft.

Tr. Pkt.....35c ¼ oz.....90c Oz.....\$3.25

Ruth Fisher. Neat and compact habit, and the lovely blue flowers shoot up strongly over the glossy dark green foliage, 10 in.

Tr. Pkt.....50c 1/16 oz.....\$1.20

Susanne (Winter Flowering). Bright blue. Best variety for cutflowers and pots, ideal for St. Valentine Day bloom. Start seed in May and keep shifted. Will come into flower naturally for February.

Tr. Pkt.....50c 6 Tr. Pkts.....\$2.50

Tr. Pkt. Oz.

Alpestris Royal Blue. Rich indigo blue.....(¼ oz., 40c) \$0.25 \$1.25

Alpestris Rosea. Rose color.....20 .75

Alpestris Victoria. Azure blue; very fine.....30 1.50

Alpestris Mixed(¼ lb., \$1.50) .15 .50

Dissitiflora Perfection. Large clear blue. Early flowering(¼ oz., \$1.25) .50 ..

Palustris Semperflorens. The popular ever-blooming variety. Clear blue flowers in sprays.....(¼ oz., 50c) .25 1.75

Oblongata, Blue Bird. Large deep blue, flowers 3 to 4 months after sowing. Also splendid for growing indoors during the winter.....(¼ oz., 90c) .35 3.25

NASTURTIUM

The following are of the new Double climbing type. Supported, in a carnation house, will provide a profusion of flowers.

Golden Gleam. The standard golden yellow.

Oz.....15c 4 oz.....35c Lb.....\$1.15

Fire Gleam. Tr. Pkt.....15c Oz.....50c 4 oz.....\$1.50

Moon Gleam. A light creamy yellow.

Tr. Pkt.....15c Oz.....50c 4 oz.....\$1.50

Orange Gleam. A deep glowing color.

Tr. Pkt.....15c Oz.....60c 4 oz.....\$1.75

Salmon Gleam. Tr. Pkt.....15c Oz.....50c 4 oz.....\$1.50

Scarlet Gleam. Oz.....20c 4 oz.....50c

Gleam Hybrids. A very attractive mixture with a wide variation of colors. Oz.....15c 4 oz.....40c Lb.....\$1.25

Climbing or Trailing Varieties. Crimson-maroon, dark foliage. Pink, scarlet or yellow. Each: Oz.....10c ¼ lb.....25c Lb.....80c

Climbing Special Mixed. Oz.....15c ¼ lb.....30c Lb.....\$1.00

Dwarf or Tom Thumb Varieties. Crimson, dark foliage, golden-yellow, crimson-maroon, or salmon-pink. Each:

Oz.....10c ¼ lb.....25c Lb.....\$0.80

Dwarf Special Mixed. Oz.....15c ¼ lb.....30c Lb.....\$1.00

NEMESIA (Strumosa Suttoni)

GRANDIFLORA.	The tall class. 14 in. Fine for early spring cutting.
Blue. Tr. Pkt.	25c $\frac{1}{4}$ oz. 65c
Cherry Red. Tr. Pkt.	25c $\frac{1}{4}$ oz. 60c
Orange. Tr. Pkt.	25c $\frac{1}{4}$ oz. 60c
Rose. Tr. Pkt.	25c $\frac{1}{4}$ oz. 75c
Scarlet. Tr. Pkt.	25c $\frac{1}{4}$ oz. 60c
White. Tr. Pkt.	35c $\frac{1}{4}$ oz. \$1.00
Mixture. Tr. Pkt.	25c $\frac{1}{4}$ oz. 50c Oz. \$1.85

NANA COMPACTA. The dwarf compact growing type. Fine for spring pot plants or combination boxes.

Aurora. Tr. Pkt.	25c $\frac{1}{4}$ oz. 60c
Blue Gem Improved. Especially nice. Tr. Pkt.	25c $\frac{1}{4}$ oz. 60c
Fire King. Tr. Pkt.	25c $\frac{1}{4}$ oz. 60c
Orange Prince. Tr. Pkt.	25c $\frac{1}{4}$ oz. 60c
White Gem. Tr. Pkt.	35c $\frac{1}{4}$ oz. 75c
Triumph Mixed. Tr. Pkt.	25c $\frac{1}{4}$ oz. 50c Oz. \$1.65

NICOTIANA (Ornamental Tobacco)

	Tr. Pkt.	Oz.
Affinis. Fragrant, white.	\$0.10	\$0.30
Affinis Hybrids.	.10	.40
Crimson Bedder. Rich deep crimson.	.15	.80
Sanderae. Red.	.10	.50

NIEREMBERGIA CAERULEA

(See inside front cover for colored illustration.)

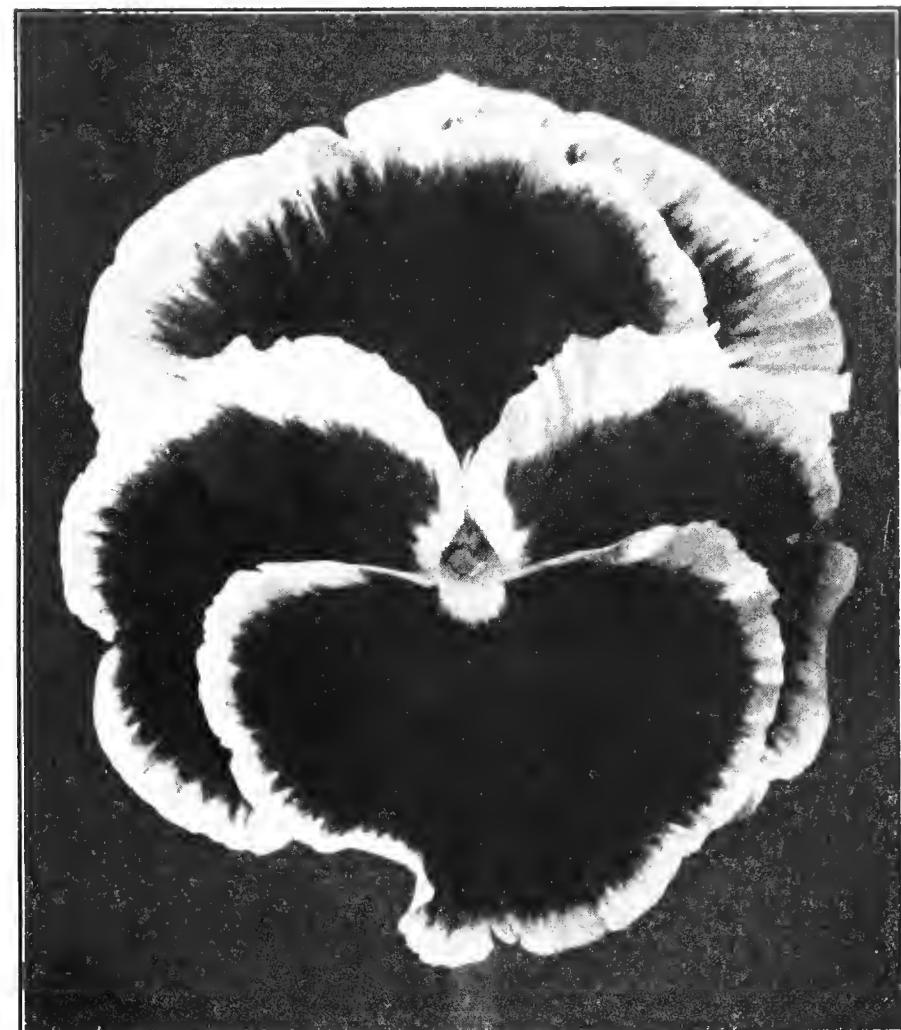
Hippomanica. An attractive new pot plant suitable for outdoor bedding where summers are not too hot. 6 to 8 in. Tr. Pkt. 50c

NIGELLA (Damascena)

Miss Jekyll. Double Blue. 18 inch. Tr. Pkt. 10c Oz. 15c

OENOTHERA (Evening Primrose)

Missouriensis (Macrocarpa). A splendid hardy perennial for an exposed sunny position either in the border or the rockery. Large yellow flowers, frequently 5 inches in diameter, produced freely from June until August. 12 inches. Tr. Pkt. 50c Oz. \$3.00



PANSIES

Our collection of Pansies is recognized by florists for its completeness, for its quality, and its reliability.

A. B. C. "DE LUXE" MIXTURE

This mixture is the result of many years' selection from the world's finest strains. The seed is hand-picked from personally selected plants and will germinate 100%. We are constantly searching for varieties to improve this mixture, but we have been unable to improve on "A. B. C. De Luxe," which justifies us to call this unquestionably the world's finest strain of fancy Pansies. We highly recommend it for cut-flowers as well as spring plant sales. Growers tell us that "A. B. C. De Luxe" Pansy plants easily command a premium over stock produced from other so-called fancy mixtures. This superb strain of Pansies is of largest size, richest and most varied colors, and contains several shades of beautiful reds. You will make no mistake confining your Pansy cultures to this outstanding mixture.

Tr. Pkt.	\$1.00	$\frac{1}{8}$ oz.	\$1.50
$\frac{1}{4}$ oz.	\$2.75	Oz.	\$10.00

A. B. C. "PRIVATE STOCK" FANCY**EXHIBITION MIXTURE**

Tr. Pkt. $\frac{1}{4}$ oz. Oz.

An outstanding all-purpose mixture that has given utmost satisfaction for both cut-flowers and plant sales. (1/8 oz., \$1.00) \$0.50 \$1.75 \$6.50

Engleman's Special (Originator's Strain). Scottish show type; immense flowers in bronze and reddish shades; compact and early flowering. (1/8 oz., \$1.20) .50 2.25 8.00

Engleman's Giant Mixture. Contains a better color range than "Maple Leaf" Giants; highly recommended. (1/2 oz., \$4.50) .50 2.25 8.00

Maple Leaf Giants. One of the largest flowering strains of Giant Pansies. .50 1.80 6.00

Roggli, Super Swiss Giants (True Strain). A very fine strain noted for its immense size blooms; however, we believe that "A. B. C. De Luxe" is preferable. (1/2 oz., \$2.50) .50 1.50 4.50

Shakespeare's Pansies. A simple little Pansy that is extremely suitable for garden and rockery; very easily grown. .50 2.00 ...

"Coronation Gold" (New). Canary yellow with lower petals flushed golden orange; round flowers with slightly spicy scent; this is the largest yellow variety, comparable with Roggli Swiss Giants; given the Award of Merit by "All-America Council" .75 ...

A. B. C. De Luxe Pansies**A. B. C. GIANT PANSIES**

	Tr. Pkt.	$\frac{1}{4}$ oz.	Oz.
Apricot	\$0.35	\$0.85	\$3.00
Adonis. Light blue.	.25	.40	1.40
Bridesmaid. Apple blossom pink.	.35	.85	3.00
Black-Blue. Dark blue.	.30	.50	1.65
Bugnot. Shades of red and bronze.	.35	.75	2.50
Cardinal. Brilliant red.	.25	.60	2.00
Emperor William. Blue.	.25	.40	1.40
Golden Queen. Golden yellow, pure.	.30	.50	1.65
Hortensia Red. Dark eye.	.30	.75	2.00
King of the Blacks.	.30	.50	1.65
Lord Beaconsfield. Pure violet.	.25	.40	1.40
Madame Perret. Shades of pink and rose.	.30	.50	1.65
Peacock. Blue, claret and white.	.25	.40	1.40
Prince Henry. Dark blue.	.30	.50	1.65
Dark Brown Shades.	.25	.40	1.40
Snow Queen. Pure white.	.25	.45	1.50
Striped and Mottled.	.25	.45	1.50
White with Eye.	.30	.50	1.65
Yellow with Eye.	.30	.50	1.65

STEELE'S PANSY MIXTURES

	Tr. Pkt.	$\frac{1}{4}$ oz.	Oz.
Supplied to us direct by Steele.			
Jumbo Mixed	...	(1/8 oz., \$1.75)	\$1.00 \$3.25 \$12.00
Super Maple Leaf Mixed	.75	2.50	9.00
"400" Mixed. A super Swiss strain.	.65	2.00	7.00
Miracle Mixed	.65	1.75	6.00
Masterpiece Mixed	.85	2.50	9.00
"Aces" Mixed Greenhouse Special	.50	1.50	5.00

SWISS GIANT PANSIES

	Tr. Pkt.	$\frac{1}{4}$ oz.	Oz.
Swiss Alpenglow. Rich wine shades.	\$0.50	\$2.00	\$7.00
Swiss Berna. Dark violet-blue.	.50	1.50	5.00
Lake of Thun (Ullswater, Thuner Sea). A solid blue Pansy with dark blue blotches.	.50	1.50	5.00
Swiss Rhinegold. Canary yellow with dark blotches.	.50	1.75	6.00
Swiss White (Mont Blanc). Compact.	.50	2.00	7.00

PENTSTEMON (Beard Tongue)

	Tr. Pkt.	Oz.
Largely used for bedding; should be treated the same as Petunias, Verbenas, etc.		
Sensation. Red shades.	.50	3.00
*New Hybrids Mixed. Hardy perennial.	.30	2.00

PHACELIA (California Blue Bell)

	Tr. Pkt.	Oz.
Campularia. A choice annual and one of the earliest to bloom. Gentian blue flowers, excellent for borders; 9 inch.	15c	50c

PHLOX

GIGANTEA ART SHADES

An extra large flowered mixture of soft pastel shades.
Tr. Pkt. 40c 1/4 oz. \$1.00 Oz. \$3.00

PHLOX DRUMMONDI GRANDIFLORA

Beautiful summer flowering annual. Also a desirable cutflower.

	Tr. Pkt.	1/4 oz.	Oz.
Alba. White.....	\$0.25	\$0.30	\$1.00
Alba Oculata. White, with dark eye.....	.25	.30	1.00
Atropurpurea. Reddish-purple.....	.25	.30	1.00
Carnea. Flesh pink with rose eye.....	.25	.30	1.00
Chamois Rose. With carmine eye.....	.25	.30	1.00
Cinnabar. Rich scarlet.....	.25	.30	1.00
Leopoldii. Deep rose with white eye.....	.25	.30	1.00
Rosea. Rose-pink shading deeper in center. Fine.25	.30	1.00
Violet. White eye.....	.25	.30	1.00
Snowball. Large white.....	.25	.30	1.00
Special Mixed. A mixture of tall varieties.....	.20	.25	.80

PHLOX NANA COMPACTA

	Tr. Pkt.	1/4 oz.	Oz.
Dwarf type for bedding.			
Chamois Rose. With carmine eye.....	\$0.35	\$0.75	\$2.50
Fireball. Fiery scarlet.....	.35	.75	2.50
Isabellina. Pure yellow.....	.35	.75	2.50
Meteor. Carmine Rose.....	.35	1.00	3.50
Rose Cardinal.....	.35	.75	2.50
Surprise. Begonia Rose. White eye.....	.35	.75	2.50
Snowball. Pure white.....	.35	.75	2.50
Variabilis. Blue shades.....	.35	1.00	3.50
Delicata. Salmon pink. Carmine eye.....	.35	1.00	3.50
Cecily Mixture. A special mixture of all the attractive colors in this class.....	.35	.70	2.25

PERENNIAL PHLOX

*Decussata, Mixed. Seed saved from a fine collection of named sorts.
Tr. Pkt. 40c Oz. \$2.00

PHYSALIS (Chinese Lantern Plant)

*Francheti. An ornamental variety of the Winter Cherry, forming dense bushes about 2 feet high. Bears a profusion of bright orange-scarlet lantern-like fruits which can be cut and dried, in which shape they are used extensively for floral decorations during the winter.
Tr. Pkt. 20c Oz. 75c 1/4 lb. \$2.25

PHYSOSTEGIA (False Dragon Head)

*Virginica. One of the prettiest hardy perennials. It forms dense bushes, 3 to 4 feet high, bearing freely during the summer months spikes of delicate pink tubular flowers not unlike a gigantic heather.
Tr. Pkt. 30c Oz. \$1.50

PLATYCODON (Japanese Bellflower)

*Grandiflorum. Large steel blue flowers..... \$0.25 \$1.00
*Grandiflorum Album. Pure white variety..... .25 1.00

POLEMONIUM (Jacob's Ladder)

*Coeruleum. Popular hardy perennial with bell-shaped bluish purple flowers nearly 1 inch across; 2 feet; May to July.
Tr. Pkt. 15c Oz. 50c

POLYANTHUS (See Primula Veris)

POPPIES

	Tr. Pkt.	Oz.
SHIRLEY		
Double Begonia-flowered Pink Shades. Double Begonia-flowered Salmon.....	\$0.15	\$0.50
Single Mixed Shirley.....	.10	.30
American Legion. Single orange-scarlet.....	.15	.40
CARNATION-FLOWERED. Double. 3 feet.		
Fairy Blush Hybrids. Mixture of light pink shades..	.10	.20
Mixture. Covers all shades in this class.....	.10	.20
PEONY-FLOWERED. Double. 3 feet.		
Shrimp Pink.....	.10	.30
Mixture10	.20

PAPAVER NUDICAULE (Iceland Poppy)

Desirable for greenhouse forcing. Sow seed in January. Also succeed well outdoors.

El Monte. A new variety of California introduction. Large flowers of deep tangerine orange. Strong wiry stems, making an excellent cut flower. Tr. Pkt. 25c 1/4 oz. 65c Oz. \$2.00

Sandford's Giant Strain. A new giant strain with blooms measuring up to 5 inches in diameter, carried on stems 2 feet long. Contains many lovely colors. Tr. Pkt. 35c 1/4 oz. 75c Oz. \$2.40

POPPIES (Continued)

THE EMPRESS

Bodger (Introducer's) Description

Our new Nudicaule Poppy, The Empress, is truly queen of the Iceland Poppy family. Distinct from all other strains, it is remarkable first for flower form—large, full, well formed flowers, with broad overlapping petals deeply fluted or wrinkled, giving an effect almost of doubleness, an illusion which is most delightful. Secondly, the color range is unique lovely shades of salmon rose and creamy pinks never before seen in Nudicaule Poppies, fascinating tones to intrigue the imagination. The flowers are carried on good strong stems, which make them fine for cutting. Tr. Pkt. 50c

THE EMPEROR

Bodger (Introducer's) Description

The Emperor is without a doubt the best orange iceland Poppy available, the same type as The Empress, with extremely large fluted petaled flowers, many with an extra row of petals. The color is remarkably true, the same shade as our El Monte, deep tangerine orange, but the flowers are larger, and are borne on very long strong stems. We highly recommend The Emperor. Tr. Pkt. 40c

*PAPAVER ORIENTALE (Oriental Poppy)

Tr. Pkt.	Oz.
Oriental (Oriental Poppy). Scarlet.....	\$0.15 \$1.00
Brilliant. Brilliant fiery red.....	.25 1.50
Beauty of Livermore. Dark ox blood.....	.35 2.25
Mahoney. Maroon crimson.....	.35 3.50
Mrs. Perry. Salmon rose.....	.35 ...

PORTULACA

Double Mixture. Very bright free flowering mixture.
Makes fine bedding material..... (1/4 oz., 60c) \$0.25 \$2.00
Single Mixture..... .15 .50

*PERENNIAL PRIMULAS (Hardy Primrose)

Tr. Pkt.	Oz.
Auricula. Choice mixed.....	(1/4 oz., \$1.50) \$0.50 ...
Polyanthus Invincible Giant. A grand strain of strong vigorous habit. Large flowers of wonderful coloring.50 \$5.00
Polyanthus English Mixed. A very good grade saved from a fine strain containing all colors.....	.50 3.50
Japonica (Japanese Primrose). Bright flowers borne in whorls on stems 6 to 9 inches long; mixed colors....	.40 2.00
Vulgaris (English Primrose). Canary yellow, fragrant....	.50 3.50
Bullesiana Hybrids. 18 inches. Bright mixture of yellow, orange apricot and carmine shades. Seed of uncertain germination. Tr. Pkt. 50c 1/8 oz. 90c	

VERIS

Polyanthus Mixture. 12 inches. Tr. Pkt. 25c 1/4 oz. 75c Oz. \$2.35
Giant Munstead Strain. Extra large-flowered strain. Mixture of yellow and light shades. 12 inches. Tr. Pkt. 50c 1/4 oz. \$1.25
Collosea (Pfitzer). (New). Described by the originator as an extra large-flowered improvement over regular Veris strains. Tr. Pkt. \$1.00
CHINENSIS. Prize Mixed. Tr. Pkt. 50c 1/32 oz. \$2.00
CHINESE DAZZLER DOUBLE (New)—For Greenhouse Culture. The same beautiful shade as contained in the above excepting that the flowers are double. A real acquisition to this beautiful family. Tr. Pkt. \$1.50

PRIMULAS

VARIOUS PRIMULAS

PRIMULA, CHINESE GIANT

A Startling New Chinese "Dazzler." From Hurst & Son, seed merchants and growers of London, England, comes a "really startling novelty in flower seeds." It is a Chinese Primrose (*Primula Sinensis Fimbriata*) which the firm has named Dazzler in recognition of its striking and unusual color; "orange red," as seen in the setting sun, is suggested as the only term that accurately describes it. It is claimed that a well-grown specimen will carry well over 20 flowers open at one time; also that while handsome under all circumstances, the blossoms are especially effective under artificial light. Tr. Pkt. \$1.00

DOUBLE DAZZLER

Same color as above, with double flowers. Tr. Pkt. \$1.00

SINENSIS STELLATA

Indispensable for general decorative work. The plants are very floriferous and bloom for a long period. A good keeper and the flowers remain fresh in water for a long period.

Giant blue Star. Giant Salmon Pink Star, Giant White Star.

Tr. Pkt. (250 seeds) 50c

KEWENSIS

Various Sorts. (Verbena scented yellow primrose). Of strong growth; long spikes of yellow flowers. For greenhouse culture.

Tr. Pkt. 50c



Primula Malacoides "Erikssoni"

PRIMULA MALACOIDES "Improved Erikssoni"

"The Pot Plant of the Hour"

Disseminated by the American Bulb Company. Awarded rating of "Special Merit" at the Florist Club Authority Test, as made at the New Jersey Agricultural Experiment Station, Brunswick, N. J.

"Erikssoni" has proved itself practically invaluable. Due to the fact that Primula Malacoides "Improved Erikssoni" being non-infectious, this desirable show plant is now freely admitted by hospitals, etc., and generally accepted by the public without question. A good selling point when offering "Improved Erikssoni" to your trade.

OUTSTANDING NEW VARIETIES

Appleblossom.	A true appleblossom shade, pink and white. Very worth-while.	500 seeds.....\$1.00	2,000 seeds.....\$2.00
Brilliancy.	Opens lavender-pink, changing to crimson-red. (See illustration above.)	500 seeds.....\$1.00	2,000 seeds.....\$2.00
Glory of Riverside.	A true light rose-pink (seed from the third generation of plants). Comes 75% true. A real new color in Malacoides.	500 seeds.....\$1.25	2,000 seeds.....\$4.50
Snow King.	The pure white the trade has long been waiting for.	500 seeds.....\$1.25	2,000 seeds.....\$4.50

ERIKSSON'S STANDARD VARIETIES

Wonder Baby.	A most beautiful pink.
Baby Rose.	Very deep pink, some almost red.
Baby Doll.	A deep pink with frilled flowers.
New Baby.	Near lavender-pink; the strongest grower with the largest flowers.

Prices of all standard varieties and mixed:	
Tr. Pkt. (800 seeds)....\$1.00	2,000 seeds....\$2.00
Complete cultural directions, compiled by Mr. Eriksson, furnished free with each order.	1/64 oz....\$5.00

SPECIAL NOTE! For best results, plant the variety "Snow King" one plant to 4-inch pot and 3 plants to a 5-inch to 6-inch pot, 4 to 5 plants in a 7-inch pot.

SPECIAL NOTE! Important to the Grower: Protect yourself! The success that has obtained during the past few years for "Eriksson's Improved Malacoides" has resulted in numerous offerings in the market of Malacoides under the title (Eriksson's Strain). Protect yourself by securing the originator's greenhouse produced new crop seed in ERIKSSON'S ORIGINAL PACKAGES, with complete cultural directions.—A. B. C.

PRIMULA OBCONICA

Owing to the rapid loss of germination in this class of Primula seed, we have it put up by our German grower in sealed glass containers. This removes all question of seed germination if carefully handled. In sowing this seed do so in sandy, well-drained, sterilized soil. While uniform moisture is necessary, seed rots because of soil being kept too wet. For this reason it must be sandy to insure its not staying wet too long after watering.

	Tr. Pkt. 1/64 oz.	
Mohnstein's Atrosanguinea. Dark blood red.....	\$1.25	\$2.50
Mohnstein's Dark Red. The well-known red.....	(1/32 oz., \$5.00) 1.25	2.50
Mueller's Rosea. Pure rose; choice.....	1.25	2.50
Mueller's Berlin Rose. Clear rose.....	(1/32 oz., \$5.00) 1.25	2.50
Mixed, Mohnstein's Atrosanguinea and Mueller's Rosea.....	(1/32 oz., \$4.50) 1.25	2.50
"Better Days". A valuable new color; deep carmine-red; the darkest and one of the most valuable Obconica yet introduced.....	1.25	3.25
Fasbender. Rich deep red.....	1.00	1.75
Coerulea. Clear light blue.....	1.00	...
Lachrosa. Salmon-rose.....	1.00	1.75
Grandiflora Alba. White.....	.50	1.50
Salmon Queen.....	1.00	2.00
Mixture, all colors of above.....	(1/32 oz., \$1.75) .60	1.00

PUERARIA (Japanese Kudzu Vine)

*Thunbergiana. The fastest growing hardy climbing plant. It will grow 8 to 10 feet the first year from seed.

Tr. Pkt.....	10c	Oz.....	40c	1/4 lb.....	\$1.00
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*PYRETHRUM HYBRIDUM (Persian Daisy)

	Tr. Pkt.	Oz.
Roseum, Rose. Bright rose color.....	\$0.30	\$1.50
James Kelway. Rich deep scarlet.....	.40	3.00
Grandiflorum. Single, large flowering. Mixed.....	(1/4 lb., \$6.00) .40	2.00
Double Mixed. Extra select strain.....	.50	5.00

*PYRETHRUM

*Parthenifolium Aurea, Excelsior.	Same as above but foliage of a deep yellowish green. 3 inches.	Tr. Pkt.....	50c	1/8 oz.....	\$1.00
Uliginosum.	Single white Daisy-like flowers. 4 feet.	Tr. Pkt.....	35c	1/4 oz.....	\$1.15

PYRETHRUM AUREUM

Golden Feather. Tr. Pkt.....	15c	Oz.....	40c
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RHODANTHE (Everlasting)

Double Pink, White or Mixed. Tr. Pkt.....	15c	Oz.....	40c
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RICINUS (Castor Beans)

	Tr. Pkt.	Oz.	Lb.
Borboniensis Arboreus. 10 to 15 feet.....	\$0.15	\$1.40
Cambodgenis. Very dark, 4 feet.....15	1.80
Crimson Spire. 6 feet.....	\$0.15	.40	...
Gibsoni. Dark red leaves, metallic lustre.....	.10	.20	2.00
Sanguineus. Red leaves. 7 feet.....15	1.20
Zanzibariensis Mixed.....20	2.25

*ROSEMARY (Rosmarinus)

Officinalis.	An old favorite aromatic herb with delightfully fragrant, light blue flowers. Grows about 2 feet high and should be planted in a warm dry situation and given a little protection.
Tr. Pkt.....	20c

RUDBECKIA (Cone-Flower)

*Newmani.	Dark orange-yellow flowers with deep purple cone borne on stiff, wiry stems. Three feet high. Flowers from July to September.
Tr. Pkt.....	25c

*Purpurea (Giant Purple Cone-Flower).	Flowers about 4 inches across, of a peculiar reddish purple with a remarkably large cone-shaped center of brown. Forms bushy plants 3 feet high and blooms from July to October.
Tr. Pkt.....	25c

SAINTPAULIA IONANTHA GRANDIFLORA

The Usambara or "Aethiopian" Violet.	Deep blue, dark foliage. Provides an excellent pot plant.
Tr. Pkt.....	\$1.00

SALPIGLOSSIS

Some very attractive colors for summer cutting and spring flowering under glass. Especially valuable for retail growers.

Brown and Gold, Rose and Gold, Scarlet and Gold, Violet and Gold.

White and Gold and Yellow and Gold.

Each: Tr. Pkt.....25c

1/4 oz.....40c

Oz.....\$1.25

Emperor. Extra choice large flowering mixture of above colors.

Tr. Pkt.....20c

1/4 oz.....30c

Oz.....\$1.00

SALVIA

We fully realize the importance of Salvias to the florist and are careful to arrange for our stock with an American specialist who supplies only fine plump seed which is saved from specimen plants and such as show a high germination. Tr. Pkt. Oz.

New Dwarf Gem. A miniature scarlet Salvia desirable for borders, rock gardens, etc. Tr. Pkt. 50c

Patens "Mauve Queen." The great popularity of the beautiful Salvia Patens makes it certain that there will be a very wide demand for this novelty. It is of exactly the same habit and growth as Patens, but the flowers are of a beautiful helio-mauve. Mauve Queen comes perfectly true from seed, and we specially recommend it as a variety of outstanding merit. Tr. Pkt. 50c

America (Globe of Fire). \$0.50 \$3.00

Blaze of Fire (New). The flowers are the most brilliant and vivid scarlet imaginable and the habit is ideal for bedding. The earliest and most dwarf of all Salvias75 ...

Bonfire (Clara Bedman).40 2.50

Firebrand. Extra early. Very dwarf; scarlet....

(3 Tr. Pkts., \$1.25)

Fireball Dwarf.50 2.50

Harbinger. A new early flowering dwarf variety that we consider the most desirable of all Scarlet Salvias. (3 Tr. Pkts., \$1.25)

Splendens. Tall growing.... (1/4 lb., \$4.00)

Splendens Compacta. Salmon rose....

Zurich. Dwarf, early.... (1/4 lb., \$7.00)

Farinacea. Perennial, but best grown as an annual. Light blue; makes a fine line. Hardy with protection30 1.50

Farinacea. Perennial, but best grown as an annual. (Blue Bedder). A more compact form. Flowers a rich deep blue....

Blue Beard. Fine purple bracts....

Oxford Blue. Very intense....

Patens Rich Deep Blue.50 3.50

Patens Mauve Queen (New). Beautiful helio-mauve.... .75 ...

*PERENNIAL SALVIA (Sage)

Aurea Grandiflora. A hardy perennial variety producing during August and September spikes of pretty sky-blue flowers in great profusion; 3 to 4 feet. Tr. Pkt. 40c Oz. \$2.00

SANVITALIA (Creeping Zinnia)

Procumbens Fl. Pl. Bright yellow double flowers; useful in vases, etc. Tr. Pkt. 30c Oz. \$1.25

SAPONARIA

Vaccaria. A free-blooming annual with beautiful pink feathery flowers. Tr. Pkt. 10c Oz. 20c 1/4 lb. 60c Lb. \$2.00

Used in same manner as Baby's Breath.

Vaccaria. White flowered. Tr. Pkt. 10c Oz. 15c Lb. \$1.40

Multiflora. Scarlet Queen. 10 inches high with bright scarlet flowers. Excellent for bedding. Tr. Pkt. 15c Oz. 60c

*SAPONARIA (Soapwort)

Ocymoides. A very useful, hardy plant for the rockery or the border, producing from May to August masses of attractive small bright rose flowers; 8 inches. Tr. Pkt. 15c Oz. 50c

SCABIOSA

Choice long-stemmed annuals for summer cutting or spring forcing. Tr. Pkt. Oz.

Blue Coccade. Deeper than Azure Fairy.... \$0.20 \$0.75

Loveliness. Very good deep cream-pink.... .20 .75

Peach Blossom. Light cream-pink.... .15 .50

Cherry Red.15 .50

Shasta. White.... .15 .50

Azure Fairy. Azure blue.... .15 .50

King of the Blacks. Deep rich maroon.... .15 .50

Mixture.10 .40

*PERENNIAL SCABIOSA

Caucasica (Blue Bonnet). Valuable for cutting, as the blooms last a long time in water. Color soft lavender-blue; 3 feet.

Tr. Pkt. 40c Oz. \$2.50

Caucasica Isaac House Giant Hybrids. A great improvement over Caucasica. It is more vigorous, has larger and longer stems, and heavier petals, which are ruffled as well as slightly frilled on the edges. Colors range from light to darkest blue, but delicate lilac and mauve shades predominate. Tr. Pkt. 50c Oz. \$3.00

Columbaria Pink. Beautiful soft pink flowers 2 to 2 1/2 inches across.

Tr. Pkt. 40c Oz. \$2.50

Japonica. Bushy plants, 2 1/2 feet in height, and beautiful lavender-blue flowers. Tr. Pkt. 15c Oz. 50c

SCHIZANTHUS

"Butterfly Flower". 1 1/2 feet. Amber, carmine, mauve, pink, purple, and rose.

Tr. Pkt. 1/8 oz. 1/4 oz. \$0.40 ... \$1.00

Each of above six varieties.35 \$0.60 1.00

Rose and Amber Shades Mixed.50 1.00 1.50

Garaway's Hybrids. "Mother's Favorite" (New). The "last word" in Schizanthus. A choice assortment of colors; exceptional as a pot plant for Mother's Day sales. (See page 8 for illustration.)

Tr. Pkt. \$1.25 3 Tr. Pkts. \$3.00

Special Dwarf Mixed. Desirable as a pot plant. Seed sown in January and pinched once make ideal medium sized pot plants.

Tr. Pkt. 50c 1/8 oz. \$1.00

SPECIAL NOTE! "Mother's Favorite" is, we believe, superior as a pot plant.—A. B. C.

*SEDUM (Stonecrop)

Acre. The well known yellow variety. Useful in the rock garden.

Tr. Pkt. 75c 1/8 oz. \$1.50

SENSITIVE PLANT (Mimosa)

Pudica. Flowers pinkish white. Tr. Pkt. 15c Oz. 50c

SHAMROCK

True Irish. Tr. Pkt. 15c Oz. 40c 1/4 lb. \$1.00

SHASTA DAISY (See Chrysanthemum)

*SILENE (Catchfly)

Attractive, profusely blooming perennials.

Tr. Pkt. Oz.

Orientalis. Dark rose; 30 inches.... \$0.15 \$0.50

Schafta. Rose; 8 inches.... .25 1.50

SMILAX (Myrsiphyllum Asparagooides)

A well known greenhouse climber. Valuable for floral decorations.

Tr. Pkt. 15c Oz. 50c 1/4 lb. \$1.50 Lb. \$5.00

SNAPDRAGON (See Antirrhinum)

SOLANUM

Christmas Pepper (Capsicastrum Nanum). An attractive dwarf strain producing medium size berries ranging in color from purple to brilliant red. When field grown under our conditions the berries are fully colored by Nov. 1.

Tr. Pkt. 25c 1/4 oz. 35c Oz. \$1.00

Bird's Eye Pepper. Small bright red berries.

Tr. Pkt. 25c 1/4 oz. 50c Oz. \$1.75

"Royal Crown" New. A very much improved type of Christmas Cherry (See novelty pages for illustration and complete description).

Tr. Pkt. (100 seeds) \$1.00

CHRISTMAS CHERRY

Hlavacek's Masterpiece. Cleveland Cherry. More compact than the old type and produces much more freely of fruit. A very pronounced improvement over the old form. Grows more compact than above and produces the scarlet berries in greater profusion.

Tr. Pkt. 35c Oz. \$2.00

STATICE

Bonduelli. Similar to Sinuata. Yellow.

Tr. Pkt. 15c Oz. 25c Lb. \$2.25

Sinensis. 18 inches. Pure white with canary-yellow. Quite attractive.

Tr. Pkt. 25c Oz. 75c 4 oz. \$2.50

Suworowii. Russian or Rat-tail Statice. Excellent for spring cutting from either large pots or beds or can be sown in January for a late spring crop. Tr. Pkt. 20c Oz. 70c 4 oz. \$2.00

RAT TAIL STATICE, SUWOROWII

Provides a showy pot plant and is excellent for cutting. Sow seed in January for May blooming.

Sinuata Statice. Largely used outdoors but can be forced indoors. We have found a location for the growing of this seed that matures it better and gives more satisfactory germination than we have had in the past.

Lavender Queen (New). The flowers are a beautiful clear bright lavender, quite distinct from any of the other colors, and will doubtless rival them all in their usefulness for winter bouquets and the other uses for which the species is so generally employed. Tr. Pkt. 35c

Market Grower's Blue. Blue Statices are of interest to every market grower of flowers, and it was their importance to the cutflower trade that led us to pay particular attention to the selection of an ideal blue variety. Tr. Pkt. 35c Oz. \$2.00

Puberula (New). A most desirable Statice for pot plants. Dark violet; 6 inches high; flowers 5 months from seed. Tr. Pkt. 50c Oz. \$3.50

Atrocoerulea (New). Clear Delphinium blue. Very distinct new color.

Tr. Pkt. 25c Oz. 50c

Kampf's Tall Improved. Extra long-stemmed, deep blue. The best blue cutting variety. Tr. Pkt. 20c Oz. 45c Lb. \$4.00

STATICE Continued on page 43

Also the remainder of Alphabetized Seed List

ALL-DOUBLE DE LUXE PETUNIAS



VICTORIOUS STRAIN

This outstanding strain produces 100 percent double flowering Petunias; the percentage of somewhat smaller flowering doubles does not exceed 25 percent, and the balance will be all large flowering fringed doubles with flowers often measuring 5 inches across. In addition to their desirability for pot plants and bedding they provide valuable cut flowers for the retail grower. Needless to say, this is the strain par excellence, and well worth the grower's time and greenhouse space.



Loveliness (Victorious Strain)

PURPLE ROBE

This outstanding variety supplies that dark velvety purple so desirable in Petunias. Dwarf all-double; height 12 inches.
Tr. Pkt. (500 seeds)...\$1.25 1,000 seeds...\$2.00 3,000 seeds...\$5.00

SNOWBALL

The finest all-double fringed white Petunia available. The substantial flowers are 4 in. across, of purest white and well fringed. In combination with "Orchid Beauty" or "Purple Robe" it is without comparison.
Tr. Pkt. (500 seeds)...\$1.25 1,000 seeds...\$2.00 3,000 seeds...\$5.00

CULTURAL HINTS FOR "FANCY" TYPES OF PETUNIAS

There is a great difference in raising ordinary Petunias from seed and those of a high bred strain such as "World Beauty," "De Luxe," "Portland," etc., varieties. The former kind will almost come like weeds with little or no attention, but an altogether different story must be told about the so-called fancy types. Their germination is very much slower and precarious. Great care is imperative in watering and in choosing a rich but porous soil. Temperature may vary between 60 and 70 degrees, and seed pans or flats ought to be near the glass in bright light as soon as germination has taken place. Do not let them suffer for lack of water, but the slightest excess of moisture may cause sudden damping off, especially during the early winter months when houses are but little ventilated and the days are short. Poor soil means certain failure in Petunia culture at all times.

Beware of ants, snails and sawbugs in Petunia seed flats. Put them on shelves out of their reach or cover them nights with screen door wire netting. A night inspection with flashlight and a pair of scissors is very effective in eradicating this costly pest from a house if repeated several times.

Transplant as soon as large enough to handle into flats, and bear in mind that those seedling plants growing most vigorously are the ones least desirable, while the weaklings in the lot are the real darlings that need your utmost care and attention and will reward you for it with the most charming flowers ever seen. The culs are invariably the first to

LOVELINESS

A lovely extra dwarf all-double Petunia of beautiful clear La France pink color. In combination with "World Beauty" and "Snowball" excellent results can be achieved. We recommend this variety without reservation.
½ Tr. Pkt....\$1.25 Tr. Pkt. (1,000 seeds)...\$2.00 3,000 seeds...\$5.00

GAIETY

Another beautiful all-double dwarf fringed Petunia with flowers a beautiful rose-red and white with frilled petals. (See illustration on page 6.)
Tr. Pkt. (1,000 seeds).....\$2.00 3 Tr. Pkts. (3,000 seeds).....\$5.00
Winner of "Special Mention" 1938 All-America Selections

bloom, and the grower not familiar with the above-mentioned Petunias will pass unfavorable judgment right there and then instead of awaiting the blooming period of the slower but choicest types. The experienced grower can and will often discard the culs when the young plants are ready to pot into two-inch in order to save space for the choicest only if bench space has to be economized.

To let the young plants become potbound may produce early flowering but will stunt the plants in such a manner that they never will attain their finest size. A pinching back of the leading shoot before blooming will cause free branching and produce fine potted or exhibition plants if kept growing on for specimen display. Liberal use of fertilizer in the soil is beneficial, especially when shifting into larger pots. Light, airy houses are best to start Petunias in, but when they reach the flowering stage it is preferable to break the strongest sunshine by a light trace of shading, very light, however, or it will produce spindly plants.

WATERING—That is an art when well understood, and in raising Petunias is of greatest influence. It is particularly important not to over-water, especially in early spring and during cloudy weather, also when the young plants have just been potted up. When plants have attained flowering size avoid as much as possible wetting the foliage or flowers. In growing Petunias for potted plants, soil should be made very rich and doses of liquid manure will improve them when they are becoming pot-bound.



New All Double Flowering Fringed Petunia "World Beauty," Original Strain
(Named and Introduced by the American Bulb Company)

"WORLD BEAUTY"

Produces (from seed) practically 100% large double fringed flowers of the most beautiful rosy carmine color, wonderfully free blooming plants of the dwarf, compact growth which makes this grand new sort particularly desirable for pot plants as well as bedding. "World Beauty" has really created a sensation wherever shown. A few plants in bloom for demonstration to the public early in the season will undoubtedly result in an active and most profitable demand for this new favorite.

For Mother's Day, "World Beauty" has proved to be an ideal pot plant and a worth-while profit provider. We introduced "World Beauty" to the trade and are again securing our seed supply from the originator, thereby insuring our customers the true variety. Sow seed early and follow with successive plantings up to March 1st next. We say by all means if you culture Petunias, do not leave "World Beauty" off your list. It is unquestionably the "last word" in Double Petunias. (Illustrated above.)

Price of "World Beauty" Seed, Original Strain—

500 seeds.....\$1.25	1,000 seeds.....\$2.00	3,000 seeds.....\$5.00
1/64 oz.....\$6.50	1/32 oz.....\$12.50	

ALL-DOUBLE DE LUXE PETUNIAS

Victorious Strain

"ORCHID BEAUTY"

(Illustrated on page 37)

The popularity that "World Beauty" has achieved with the trade and the public prompted the introducers of this valuable kind to endeavor to produce an orchid-colored variety of the same type and of equal value.

After several years, they have accomplished their objective. "Orchid Beauty" is 100 percent outstanding. Flowers are a beautiful orchid, heavily veined deeper lilac or violet.

As with most Petunias, there is a slight variation in the shading. We recommend this kind as being on a par with "World Beauty." 500 seeds.....\$1.25
1,000 seeds..\$2.00 3,000 seeds..\$5.00

APPLEBLOSSOM

The New All-Double Victorious Strain

This new all-double Petunia produces huge double appleblossom pink flowers of the same form as world-famous "World Beauty", and is a worthy and desirable addition to this group. At the All-American Selections, Appleblossom was awarded Honorable Mention by the Council.
500 seeds.....\$1.25 1,000 seeds.....\$2.00

Giant Fringed Dwarf Mixed All Double

A special choice mixture of the various varieties that constitute the Victorious strain. The flowers are large, exquisitely ruffled and fringed, and are frequently 5 inches across. The color range is nothing short of brilliant.
1/2 Tr. Pkt. (500 seeds).....\$1.25 Tr. Pkt. (1,000 seeds).....\$2.00
3 Tr. Pkts. (3,000 seeds)....\$5.00 1/64 oz....\$6.00 1/32 oz....\$11.00

VARIOUS DOUBLE PETUNIAS

Carnation-Flowered Mixed

Another 100 per cent double flowering Petunia of extraordinary merit. Individual flowers are not so large as the maximum type offered above. Height 13 inches. Ideal for pots and bedding.

Mixed Colors. Tr. Pkt.....\$1.50

A Desirable Shrimp Pink Double

Shepherd's Pride. Attractive shade of salmon or shrimp pink. Produces about 60 per cent of large double flowers, the balance beautiful single blooms. 1/2 Tr. Pkt.....75c Tr. Pkt.....\$1.50 3 Tr. Pkts.....\$4.00

Choice Small Flowered Double Petunia "Double Rosy Morn" Dwarf

This beautiful small-flowered Double Pink Petunia has come into the greatest favor, especially as a pot plant. However, since seed produces only a nominal number of double flowers, it is well to sow early and take cuttings from the true double. The single flowers produced from this strain are, however, equal to the highest type of Rosy Morn, and all available. Tr. Pkt.....\$1.00 1/64 oz.....\$1.75 1/32 oz.....\$3.00

A. B. C. DE LUXE PETUNIAS

Petunias—California Giants in Separate Colors

The Largest of the Petunia Family

	Tr.	1/64	1/32
	Pkt.	oz.	oz.
Camilla. Pink, red veined, dark throat.....	\$0.75	\$1.25	\$2.25
Copper Red Dark. Rich coppery crimson.....	.75	1.25	2.25
Copper Red Light. Rich old rose.....	.75	1.25	2.25
Floretta. Steel blue, veined black, dwarf.....	1.00		
German Empress. Bluish white.....	.50	1.25	2.50
Harlequin. Coppery scarlet.....	.50	1.25	2.50
King Alphonso. Rich crimson-rose.....	.50	1.25	2.50
Prince of Wurttemberg (Black Prince). Dark crimson	.50	1.15	2.20
Princess of Wurttemberg. Rose-pink.....	.50	1.25	2.25
Rheingold. Large white.....	.50	1.15	2.20
Robin Hood. Deep rose.....	.75	1.50	
Silvery Rose. Pink, flushed rosy amaranth; beautiful	.75	1.50	2.50

Petunias—Dwarf California Giants in Mixtures

An extra large-flowered, open throat type. Highly valuable for flowering in 3-in. or 4-in. pots. Very choice for bedding under favorable conditions.

Dwarf Giants (Eriksson Strain). Hand pollinated greenhouse grown seed, positively the "last word" in giant single-flowering Petunias. Truly dwarf and uniform. Tr. Pkt. (1,000 seeds).....

1/32 oz....\$4.00 1/16 oz....\$8.00 1/8 oz....\$15.00 1/4 oz....\$28.00

A. B. C. Dwarf Giants. A selected dwarf giant strain. Tr. Pkt.....

1/64 oz....\$2.00 1/32 oz....\$3.75 1/16 oz....\$6.75

Dwarf Giants, Ramona Strain. A most desirable strain of Giant Petunias.

1/2 Tr. Pkt.....

1/64 oz....\$1.75 1/32 oz....\$2.75 1/16 oz....\$5.00

Giants of California, Medium Dwarf. Somewhat taller and stronger than the above. Tr. Pkt....

75c 1/64 oz....\$1.50 1/32 oz....\$2.75 1/16 oz....\$4.50

Giants of California, Medium Dwarf. Same as above except that it is a fairly light color mixture.

Tr. Pkt....

75c 1/64 oz....\$1.50 1/32 oz....\$2.75 1/16 oz....\$4.50

Giants of California, Regular or Tall. Tr. Pkt....

50c 1/64 oz....\$1.00 1/32 oz....\$1.50 1/16 oz....\$2.50

Petunias—Balcony Type (Pendula)

Of heavy free growth and as profuse flowering as the Hybrids but with larger flowers. Though not of compact habit, the Balconies are particularly desirable for vases, window boxes, etc.

Black Prince. Rich velvety crimson-red. A choice new color and much superior to "Flaming Velvet," which has proved to be a disappointment.

Tr. Pkt....

35c 1/16 oz....60c 1/8 oz....\$1.00

Alba (White), Crimson, Rose, Royal Blue and Mixed.

Each—Tr. Pkt....

25c 1/8 oz....60c 1/4 oz....\$1.00 Oz....\$3.00

Improved "Star of California." Violet-crimson, white star. A most desirable variety that comes quite true from seed. Tr. Pkt....

50c 1/8 oz....75c 1/4 oz....\$1.25 Oz....\$4.75

DOUBLE PETUNIAS

World Beauty, Loveliness, Purple Robe, Snowball, Gaiety and Appleblossom are the "ultimate" in double-flowered Petunias for pots, bedding, etc.

Large Flowering Fringed Petunias

(*Petunia Hybrida Grandiflora Fimbriata*)

While not quite so large as the Ruffled Giants, these big fringed Petunias have a charm of their own, due to their attractively fringed blooms. The varieties we offer are the finest in color and form.

	Tr.	1/64	1/32
	Pkt.	oz.	oz.
Apple Blossom. Shell-pink. Finely fringed.....		\$0.50	\$1.25
Aurora. Light rose, veined purple.....		.50	1.25
Brilliant Rose. Bright rose.....		.50	1.50
Columbia (New). Pleasingly attractive pink and white. Upright habit, for border work.....		.50	1.50
Golden Jubilee. Carmine-scarlet. Golden throat. Very choice75	
Maculata. Attractive rose and white.....		.50	1.25
Pink Triumph. Fringed rose-pink.....		.50	1.10
Pride of Portland. Rose-pink.....		.50	.75
Romany Lass. Crimson.....		.50	1.25
Fringed Royal Purple (Marine). Rich deep purple. Comes fairly true to type.....		.75	1.50
The Art. Boldly striped and blotched with brilliant carmine-rose and purest white.....		1.00	
White Beauty. Fringed. Clear white.....		.50	.75
			1.25

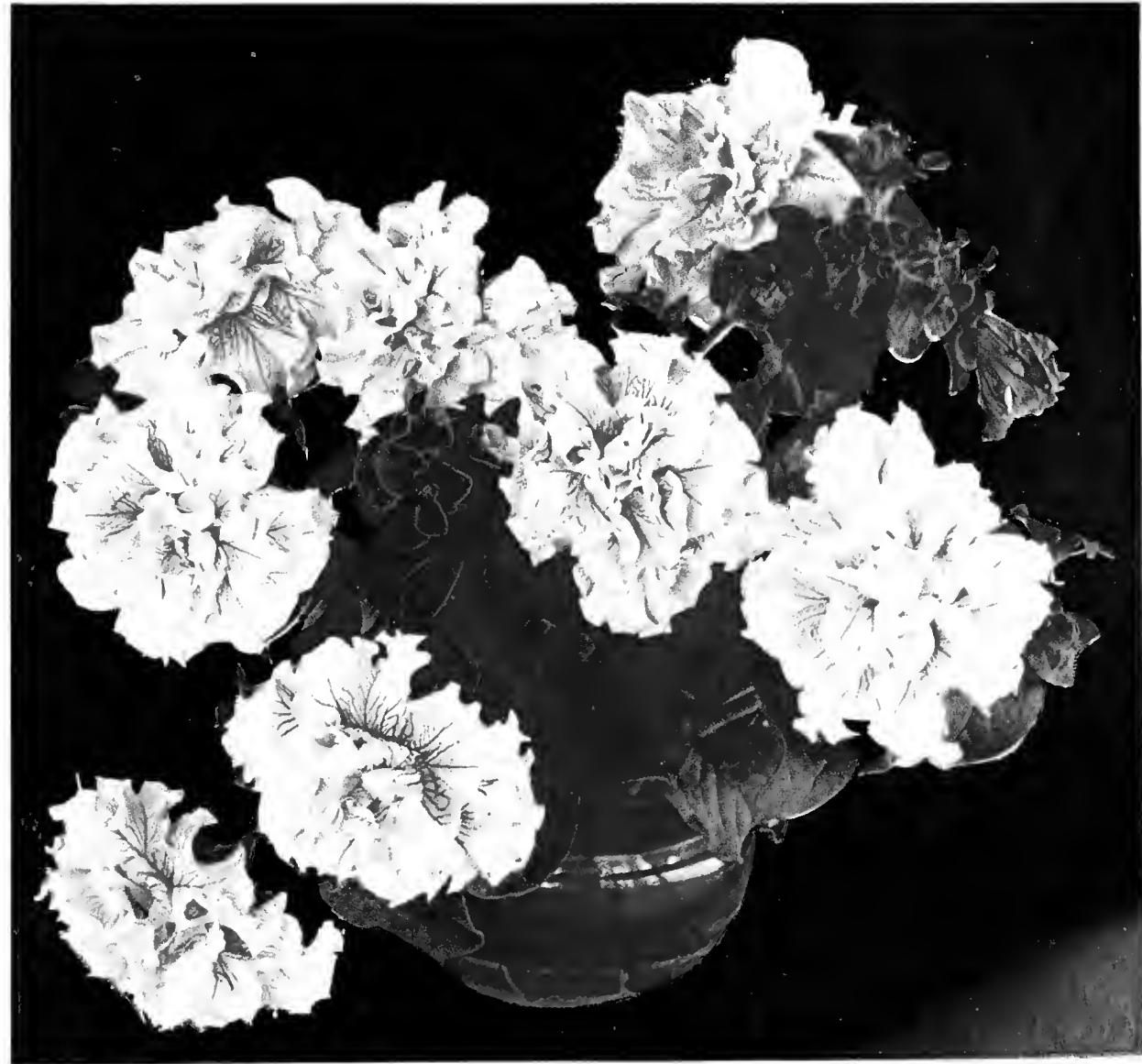
Petunias—Large Flowering Single Fringed

A. B. C. Single Fringed Mixed. This is an extra free flowering, medium size fringed Grandiflora strain. We can not too strongly recommend it for growing young stock in flats. Tr. Pkt.....

50c 1/32 oz....\$1.00 1/16 oz....\$1.75 1/8 oz....\$2.75 1/4 oz....\$5.00

Fluffy Ruffles. We supply the original stock of this finely fringed mixture. Highly recommended. Tr. Pkt....

50c 1/32 oz....\$1.25 1/8 oz....\$3.75



All-Double Victorious Strain "Orchid Beauty"

(For listing and prices, see page 36)



New Petunia "Hollywood Star"

New Petunia "HOLLYWOOD STAR"

Awarded Silver Medal, "All-America Seed Council"

This is a distinctive novelty with five-pointed star-shaped flowers of rose-pink with creamy yellow throats. The leaves are narrow and elongated. "Hollywood Star" is early and free blooming, and the plant is strong and vigorous and so smothered in bloom that hardly any foliage shows. This is truly an attractive Petunia novelty and should prove popular for pots, boxes, cutting, and even for bedding. There is nothing else like it in the Petunia family.

Tr. Pkt... 50c $\frac{1}{8}$ oz... \$1.75 $\frac{1}{4}$ oz... \$3.25

The "De Luxe" of Purple Petunias— A. B. C. IMPROVED "ELK'S PRIDE"

The most outstanding of all purple Petunias for pots, boxes, bedding, etc., "A. B. C. Improved Elk's Pride" is of upright growth and unusually free flowering. The color is a brilliant royal purple, with flowers of good size. This valuable strain (Bountiful Strain) is produced under glass and hand-pollinated and consequently comes quite true from seed. We have supplied "Elk's Pride" to the trade for the past ten years, and our growers invariably repeat their purchases of this excellent variety from year to year.

(Also see page 40)

Tr. Pkt..... \$1.00 3 Tr. Pkts..... \$2.50 6 Tr. Pkts..... \$4.50

TWO NEW DOUBLE FLOWERED PETUNIAS

That Created Somewhat of a Sensation in the East This Past Season
(Supplied in plants only)

New Double Pink Petunia "Still Pond." "Still Pond" is of great size, flowers being up to 5 inches in diameter, and is very double and fringed. It is of dwarf habit, very free flowering, and is equally good for planting out or grown as a pot plant.

New Double White Petunia, "Mrs. Wm. K. du Pont Supreme." This variety is a sport of the 1938 introduction, "Mrs. Wm. K. du Pont." "Supreme" is of equal size, more double and beautifully fringed. We consider this definitely a worth-while variety.

Prices on the above Petunias:

	Doz.	100		Doz.	100
2 $\frac{1}{4}$ " pots.....	\$ 6.00	\$ 25.00	4" pots.....	\$ 12.00	\$ 50.00
3" pots.....	9.00	35.00	6" pots	18.00	100.00

Deliveries March 1, 1939. Orders filled in rotation, f.o.b. Eastern Shipment

Highest All-America Award Winner, 1938 "SALMON SUPREME"

A color long wanted in Petunias. The flowers, when first opening, are of a rich coral-salmon, changing as they mature to a glistening soft salmon-pink. They grow 2 inches across and are deeply five-lobed. We have placed it in the *hybrida nana compacta* group, although the plants are perhaps somewhat more spreading. They have a uniform height of about 1 foot and a spread of about 1 $\frac{1}{2}$ feet. Profuse branching, unusually floriferous. Tr. Pkt..... 75c



A. B. C. Improved "Elk's Pride"

"A. B. C. PRIVATE STOCK"

(ERIKSSON STRAIN)

Single Large Flowering Dwarf Fringed and Ruffled Mixed — The Single Petunia De Luxe

Produced under glass by that eminent florist-grower, Mr. Ernst Eriksson, of Riverside, Illinois (originator of *Primula Malacoides Erikssoni*), this improved strain of hand-pollinated large flowering dwarf Petunias is in our estimation the choicest and finest of this type available. It is excellent for pot plants, porch and window boxes, and for bedding. This strain is as profitable as it is beautiful. We recommend you include it in your Petunia planting.

Tr. Pkt. (1,000 seeds).....\$1.25
 1/32 oz.....\$4.00 1/16 oz.....\$8.00
 1/8 oz.....\$15.00 1/4 oz.....\$28.00

SPECIAL NOTE: Our Eriksson Strain is supplied by the originator, Mr. Ernst Eriksson, of Riverside, Illinois, in his original packets. Other so-called "Eriksson's Strains" may be of questionable quality.

**New Pure White Dwarf Petunia
A. B. C. Improved "Snowstorm"**

(An A. B. C. Introduction)

The White Petunia You Have Been Waiting For

12 inches high, Improved "Snowstorm" is a pure white developed along the line of our "Private Stock" Mixed color strain. Flowers are the same size, 3 to 4 inches in diameter. The same free-blooming habit makes this new variety particularly desirable as a pot or bedding Petunia. Don't overlook this valuable new kind for the coming spring. "Snowstorm" is unquestionably the "Queen" of all White Petunias.

Tr. Pkt. (1,000 seeds).....\$1.25 5,000 seeds.....\$5.00



Excerpt from the Florists' Exchange, June 4, 1938:

"Mr. Matteson, manager of the well-known George Souster Co., of Elgin, Ill., has perhaps the finest display of Eriksson's Private Stock Petunias to be seen around Chicago. Some of the flowers are fully 4 inches across. These Petunias are certainly a credit to the originator, Mr. Eriksson, of Riverside, Illinois. Mr. Matteson is considered the dean of bedding plant growers in the western suburbs.

The illustrations on this page show both the size and the variety of colors obtained from "A.B.C. Private Stock." This Eriksson strain should be included in your Petunia planting, for it is conceded by good growers to be one of the most profitable Petunia crops that can be obtained.



All-Double Victorious Strain "Gaiety"
(Listed on page 35)

**"Bountiful Strain" Portland Petunias
Single, Large Flowered**

(Fringed and Ruffled)

Originator Strains, Seed from Hand Pollinated Plants

Free flowering strong upright growths. Now very popular with the trade. Especially "Elk's Pride," which is the most outstanding of all purple varieties.

All flowers are hand pollinated and the seed carefully gathered by hand when ripe, not before, so that every seed has full germinative power. Colors run true almost without exception, but nature still seems to insist upon a small percentage of revertants to small flowers. Infinite care and time seem unable to eliminate this natural trait in Petunias.

Apple Blossom. Light pink.
Elk's Pride, Improved. Royal purple (See page 38).
Lilac Beauty. Soft lilac.
Pride of Portland. Deep rose.

Price, each of above—

Tr. Pkt. \$1.00 3 Tr. Pkts. \$2.50 6 Tr. Pkts. \$4.50

Ruffled Heliotrope. Soft heliotrope.
Scarlet Beauty. Bright scarlet.
White Beauty.
Mixed Colors.

PETUNIA EXTRA DWARF SINGLE FRINGED

"The Vein." Ground color white with a touch of lilac conspicuously veined with aster-violet, which intensifies toward the center; produces a perfect ball-shaped plant that is particularly desirable for pot plants.

Tr. Pkt. \$1.00

A. B. C. DE LUXE PETUNIAS

Large Single Petunias (*Petunia Hybrida Grandiflora*)

Ruffled and plain-edged varieties. Excellent for growing in beds or pots. The large blooms are produced very freely.

Tr. 1/64 1/32
Pkt. oz. oz.

Balcony Queen. Irregularly blotched purple and white	\$0.50	\$0.90	\$1.60	
"Blue Star" (Eriksson's). White, with blue marking	(1/16 oz., \$12.00)	1.00	3.50	6.50
"Elk's Pride Improved." (See listing on this page under title of "Bountiful Strain" Portland Petunias). We recommend the "Portland Type" to the above California Strain	.50	1.00	1.75	
Dwarf Elk's Pride (New). About two-thirds height of above.....	.50	1.00	1.75	
Giant Steel Blue. Light blue, dark veins....	.50		1.25	
Dwarf Pink Glory. Of perfect dwarf habit. Deep rose50	1.00	1.75	
Purple Prince. Deep purple.....	.50		1.00	
Queen of the Market. Dark carmine.....	.50	1.25	2.00	
White Cloud. Dwarf bedding. Clear white..	.50	1.00	1.60	
Silver Seam. Dark blue with edge of petals clearly seamed white.....	.50	1.25		
Dwarf Striped Glory. White ground, striped crimson. A new and fancy color.....	1.00	1.75	3.00	
White Queen (Dwarf White Glory). The flowers are of the purest white.....	.75	1.75		
Snowstorm Improved(5,000 seeds, \$5.00)			\$1.25	
(We recommend this as being, without doubt, the best Dwarf White Petunia in existence.—A. B. C.)				
Dwarf Carmine Glory. Brightest carmine..(1/64 oz., \$1.00)			.75	

Tr. Pkt.

Snowstorm Improved.....(5,000 seeds, \$5.00)

(We recommend this as being, without doubt, the best Dwarf White Petunia in existence.—A. B. C.)

Dwarf Carmine Glory. Brightest carmine..(1/64 oz., \$1.00)



Petunia "Dainty Lady"
Tr. Pkt. 50c

"Dainty Lady" is the nearest approach to a yellow Petunia and is desirable in making up a combination of coloring.

Petunias—Diener's Original Strains

The following varieties are grown by the originator and are supplied in his original packets. In addition, we can also supply all varieties listed by Diener at his catalog prices.

	1/64 Tr. Pkt.	1/32 oz.	1/16 oz.	1/8 oz.	
Pink, Ruffled Monster No. 1. Strong veined center. Flowers 6 to 8 in. in diameter.....				\$0.50	
Flesh-Pink, Ruffled Monster No. 2. Heavy veined center. Flowers 5 to 6 in. in diameter50	
Red, Dark Veined with Coal Black Center, Ruffled Monster No. 5.50	
Ruffled Monsters Mixed No. 8.50	\$2.50	\$4.00	\$8.00	\$15.00
Pearl of Kentfield No. 9. Flesh-pink frilled, golden yellow center, dwarf growing.....				.50	
Diener's Blue, Semi-Dwarf No. 11.25	3.00	6.00	12.00	
Pink Glory No. 14. Pure flame rose-pink.....	.25	3.00	6.00	12.00	
White Beauty, Heavily Fringed No. 16.25	3.00	6.00	12.00	
Mauve, Heavily Veined with Royal Purple No. 20.50	
Rose Color. An improved Rosy Morn. No. 22..	.25	2.00	4.00	8.00	
Double Ruffled Monsters Mixed No. 38.	1.00	5.00	10.00	20.00	
Copper Red No. 41. A coppery red shade....				.50	
Double Frilled Mixed No. 42.	1.00	5.00	10.00	20.00	
Jumbo Mixture of Ruffled Monster Petunias No. 47.				1.00	

NOTE: All of the above named varieties are single-flowered unless noted otherwise. We shall be glad to secure any variety not listed here catalogued by Diener at Diener's prices (in his original packages).



Sunrise

The growth is very compact and branching, attaining at maturity a height of 10 to 12 inches and a spread of 15 to 18 inches. The 2-inch flowers have slightly frilled edges and are brilliant rose with a flush of scarlet radiating from a small yellow throat. "Special Merit" rating in the New York Florist Club variety test at the New Jersey Experiment Station and given an Award of Merit by the New Jersey Florist Association. Tr. Pkt..... **75c** 1/16 oz..... **\$1.50**
 1/8 oz..... **\$2.75** 1/4 oz..... **\$5.00** 1/2 oz..... **\$8.00** Oz..... **\$15.00**



Petunia "Sunrise"

Petunia, Dwarf Scarlet Glory

Believed to be the richest colored large flowering Petunia yet offered. Grows about 10 inches high; of compact habit and exceptionally free blooming. Tr. Pkt..... **\$1.00** 3 Tr. Pkts..... **\$2.50**

Dwarf Erfurt, Large-Flowering Fringed

Colorado Sunset (New). Heavily fringed bright rose-pink.	Tr. Pkt.	75c
Dainty Lady. So-called "Yellow Petunia" (the nearest approach to yellow). (See illustration on page 6). Tr. Pkt... 50c 1/64 oz... \$1.75		
Gaiety (New). Dwarf growth with daintily fringed pink and white flowers. Tr. Pkt.... 50c 1/64 oz..... \$1.25 1/32 oz..... \$2.00		
Gottfried Michaelis. Amaranth-red. Tr. Pkt.....		50c
Lace Veil. Fringed dwarf. White. Tr. Pkt.... 50c 1/64 oz.... \$1.50		
Pepita. Carmine and white. Dwarf. Tr. Pkt.....		50c
Setting Sun. Brilliant rose, compact growth. Valuable for pot plants. Tr. Pkt..... 50c 1/64 oz..... \$1.50 1/32 oz..... \$2.50		
Lilac Queen. A most pleasing shade of soft lilac. Tr. Pkt..... 75c		
Theodosia Improved. Beautiful rose-pink with golden throat; large flower, exquisitely fringed; highly recommended. Tr. Pkt..... 50c 1/64 oz..... \$1.00 1/32 oz..... \$1.75		
The Vein. Ground color white with a touch of lilac. Conspicuously veined with aster violet. Tr. Pkt.....		\$1.00

Single Petunia Hybrida (Tall)

Medium Size Flowers

	Tr. Pkt.	1/4 oz.	Oz.
Alba. Free flowering white.....		\$0.20	\$0.30
Blue Bee. Violet-blue.....		.35	.75
Carmen Sylvia. Violet, white throat.....		.35	.75
Countess of Ellsmere. Rose, white throat.....	.15	.25	.75
General Dodds. Velvety blood-red.....		.25	.40
Inimitable. Deep carmine, striped white.....		.25	.40
Lord Courtenay. Golden rose.....		.30	.50
Violet Gem. Deep violet.....		.25	.40
Special Mixed25	.40
			1.50

PETUNIAS—HYBRIDA NANA COMPACTA

	Tr. Pkt.	1/4 oz.	Oz.	Tr. Pkt.	1/4 oz.	Oz.
Adonis. Purple-rose, white throat, small free flowering.	.25	\$0.40	\$1.35	Little Blue Star. Clear blue with white star.....	.50	\$0.50
Alderman. Clear deep violet-blue.....	.35	.60	2.00	Norma. Violet-blue, white star. Choice dwarf variety.	.25	\$0.50
Admiral. Clear wavy edged blue, compact habit.....	.50			Rose of Heaven. Well-known rose-pink.....	.25	.50
Blue Bedder (Sutton's). Deep blue with some violet.....	.25	.60	2.00	Improved Rosy Morn. (See illustration below).....	.35	2.75
Blue Bird. Deep velvety purple-blue.....	.35	.75	2.50	Rosy Morn. Fairly deep rose with white throat.....	.35	.75
Blue Perfection. Medium deep blue.....	.35	1.00	3.75	Senator Improved. Violet with white throat, beautiful..	.50	1.50
Celestial Rose. American grown seed. A good average strain of this desirable variety.....(1/8 oz., 75c)	.35	1.25	4.00	Silver Blue. Re-selected (outstanding).....	.50	1.50
Chicago Blue. A beautiful, rich-colored blue which withstands bad weather admirably. Highly recommended25	.60	2.00	Snowball. A fine true white for bedding.....	.25	.40
Cockatoo. Violet irregularly marked white.....	.35	1.25		Topaz Rose. Brilliant golden rose with "topaz" throat.	.35	1.00
Heavenly Blue. Light or silvery blue. Extra select stock45	1.75	6.50	Violacea. Deep rich shade, dwarf growth.....	.25	.40
Howard's Star (Regular Strain). Dark crimson with white star. Our strain of this comes quite true....	.35	1.00		Special Mixed25	.50
Dwarf Howard's Star (New). Two-thirds height of regular stock, rich dark crimson with white star.....	.35	1.00	3.50	Blue Gem. True violet-blue dwarf with perfect ball shaped growth. A real good new addition to the dwarf blue family75	2.00
				Snow Bedder. In height this does not exceed 10 inches, but when well grown fully covers 24 inches of ground. The snow white flowers which are about 2 1/2 inches across, literally cover the whole plant..	.50	1.50
						7.00
						5.00

Exposition Star

Flowers as large as 2 3/4 inches across, beautifully starred with pure white on dark violet-blue. Starts flowering when 6 inches high, and is of upright and bushy growth. This is the best blue-starred Petunia on the market. Tr. Pkt.....**50c**
 1/8 oz.....\$1.50 1/4 oz.....\$2.75 Oz.....\$10.00

(See front cover)

Celestial Rose Improved

(Originator's German Strain)

This is a big improvement over that old favorite, Rose of Heaven. Beautiful, rich, satiny, deep rose and unusually free blooming. This originator's strain comes practically 100 percent true. Our customers have been highly pleased with this Originator's German Strain.

Tr. Pkt.....**50c** 1/4 oz.....\$2.75 Oz.....\$10.00Ruffled Nana Compacta
"Martha Washington"

The color is quite remarkable. The frilled portion of the flower is a beautiful blush pink and the center portion is strongly veined a rich wine-red deepening in the throat, which is large, to dark violet; the whole forming a striking contrast of colors. Award of Merit All-America Selections, 1935. Highly Recommended Royal Horticultural Society (England), 1935.

Tr. Pkt.....**50c** 1/32 oz.....\$1.50

Twinkles

Small flowered bright rose, starred white. Flowers freely and produces rather true to color and type.

Tr. Pkt.....**35c** 1/4 oz.....\$1.50 Oz.....\$5.00

Tyrian Rose

The color is a bright Tyrian Rose shade; the flowers are large, measuring 2 1/2 to 3 1/2 inches across with a delightful creamy throat (small size) which shows off this combination to perfection. Very free blooming. A valuable bedding variety.

Tr. Pkt.....**50c** 1/4 oz.....\$1.00 Oz.....\$3.50

Miniature Nana Compacta

This group comprises neat, compact plants about 6 inches high and 8 inches in diameter, fully covered with a mass of flowers.

"Gem" Petunias—a miniature small-flowered class of ideal rounded, compact, very free-flowering habit. Desirable for edging.

Rose Gem (New). Clear deep rose.Tr. Pkt.....**35c** 1/64 oz.....\$1.25**Pink Gem.** Compact, rose-pink flowers.Tr. Pkt.....**25c** 1/8 oz.....**60c** 1/4 oz.....\$1.00Petunia Hybrida Nana "New Rosy Morn" Improved
A Valuable Addition to This Dwarf FamilyTr. Pkt.....**35c** 1/8 oz.....\$1.50 1/4 oz.....\$2.75 Oz.....\$10.00

STATICE (Continued)

True Blue.	The standard blue. Tr. Pkt...15c	Oz...30c	Lb...\$2.75
Rosea Superba.	Tr. Pkt.....15c	Oz.....30c	Lb.....\$3.00
White.	Tr. Pkt.....15c	Oz.....25c	Lb.....\$1.90
New Hybrid Mixture.	A mixture of the above colors as well as new shades that add a bright variation to the mixture.		
Tr. Pkt.....25c	Oz.....50c	Lb.....\$5.00	

*STATICE (Sea Lavender)

Splendid hardy perennials either for the border or rockery, producing panicles of minute flowers which can be dried and used for winter bouquets.			
Caspia. The most beautiful of all perennial Sea Lavenders. Very vigorous in habit, with 3 foot stems carrying innumerable lilac flowers. A beautiful subject for table decoration. Tr. Pkt.....50c	Oz.....\$2.50		
Dumosa. Dense clusters of pure silver gray blooms; 30 inches.			
Tr. Pkt.....40c	Oz.....\$2.00		
Latifolia. Purplish flowers. Tr. Pkt.....25c	Oz.....\$1.00		

STEVIA

Serrata. Fragrant white flowers. Tr. Pkt.....30c	Oz.....\$1.50		
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FLORISTS' STOCKS

GIANT COLUMN (Non-Branching Double Excelsior)

This new type produces one enormous spike 2 to 3 feet in height and is especially adapted for greenhouse culture, as the plants can be grown close together. We have discontinued listing the other separate colors in this type, due to its being practically impossible to obtain seed that will prove satisfactory and give a high percentage of doubles. Those listed are, in the opinion of most florist growers, the only reliable colors to grow.

1/2 Tr.

	Tr. Pkt.	Pkt.	1/4 oz.	Oz.
Rose Pink. 1937 All-America winner.(1/8 oz., \$2.50)	\$0.85	\$1.50	
Ball's White.....	.60	1.00	\$2.25	\$8.00
Ball's Dwarf White.....	.60	1.00	2.25	8.00
Chamois Rose (Chamois-Pink).....	.60	1.00	2.25	8.00
Silvery Lilac (Lilac-Lavender).....	.60	1.00	2.25	8.00
Mixed60	1.00	2.00	7.00

EARLY GIANT IMPERIAL, IMPROVED BISMARCK

An excellent addition to the early forcing class. They are of tall branching habit, 2 to 2 1/2 feet high, with immense spikes of large, double flowers. Especially valuable for indoor culture for cutting.

1/2 Tr.

	Tr. Pkt.	Pkt.	Oz.
Antique Copper. Rich hellebore-red.....	\$0.30	\$0.50	\$3.00
Apple Blossom. Blush-pink.....	.30	.50	3.00
Buttercup. A deeper shade than canary-yellow.....	.30	.50	3.00
Canary-yellow (Golden Ball).....	.30	.50	3.00
Chamois. Ivory, tinted old-rose.....	.30	.50	3.00
Elk's Pride. Intense royal purple.....	.30	.50	3.00
Fiery Blood-Red. Extra fine.....	.30	.50	3.00
Golden Rose.....	.30	.50	3.00
Lavender30	.50	3.00
Lilac30	.50	3.00
Rose-Pink30	.50	3.00
White30	.50	3.00
Mixed Colors.....	.30	.50	2.50

EARLY-FLOWERING "NICE"

A branching stock literally covered with blooms, which appear earlier than in any other strain.

1/2 Tr.

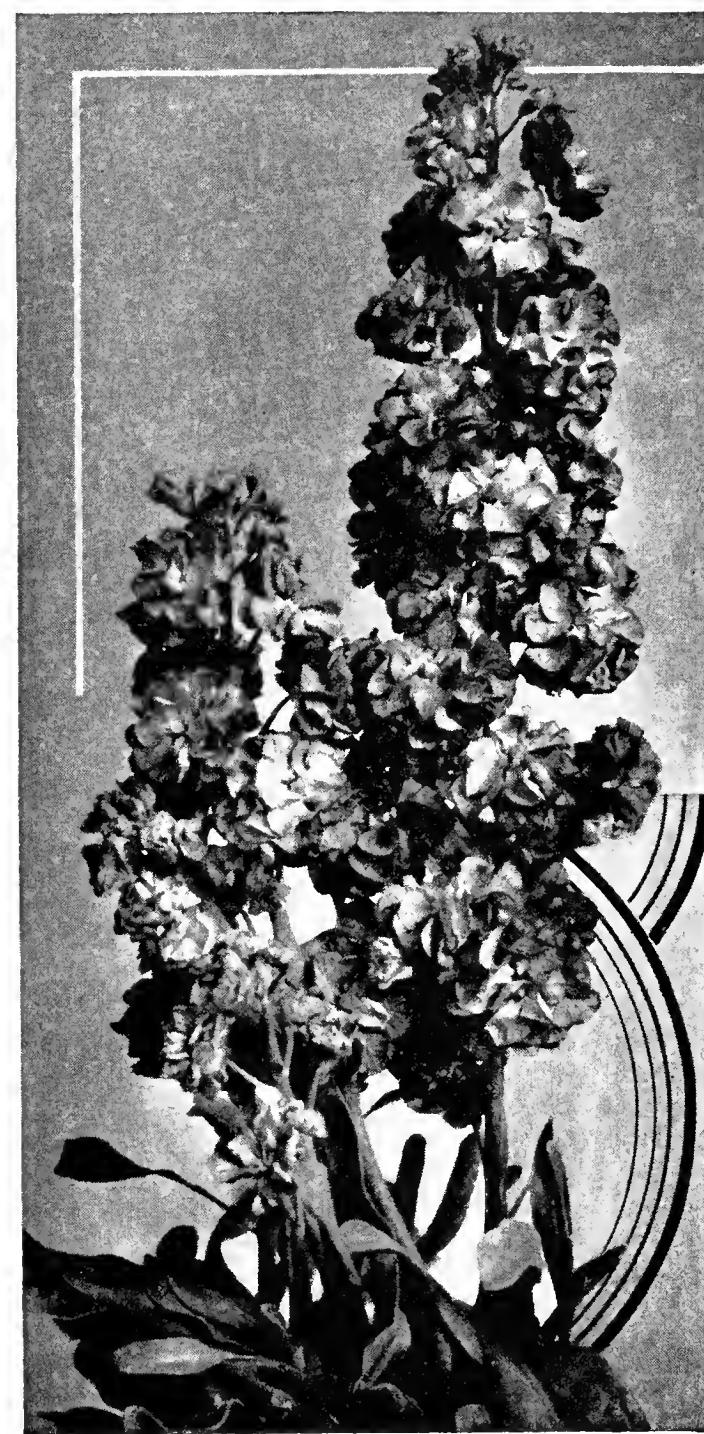
	Tr. Pkt.	Pkt.	Oz.
Beauty of Nice. Charming delicate pink.....	\$0.30	\$0.50	\$2.50
Crimson King. Deep red.....	.30	.50	2.50
Midsummer Night. Deep dark violet.....	.30	.50	2.50
Mont Blanc. Pure white.....	.30	.50	2.50
Monte Carlo. Canary-yellow.....	.30	.50	2.50
Old Rose. Extra fine.....	.30	.50	2.50
Queen Alexandria. Delicate lavender.....	.30	.50	2.50
Choice Mixed. All colors.....	.30	.50	2.00

LARGE-FLOWERING DWARF (Ten Weeks)

For bedding there is nothing more effective. Dwarf, compact plants with fine spikes and producing a large percentage of double flowers.

1/2 Tr.

	Tr. Pkt.	Pkt.	Oz.
Blood-Red	\$0.25	\$0.40	\$2.00
Dark Blue.....	.25	.40	2.00
Light Blue25	.40	2.00
Pink25	.40	2.00
White25	.40	2.00
Yellow25	.40	2.00
Mixed25	.40	1.75



Stocks, Giants of California

FLORISTS' STOCKS

A. B. C. "SPECIAL FLORISTS' STRAINS"

"The World's Best Double"
GIANTS OF CALIFORNIA

*Indicates Most Popular Colors and Shades

This magnificent new group is so marked in improvement that we believe they will head the list in florists' forcing Stocks in the very near future. Giants of California are very early flowering, with a high percentage of double mammoth flowers and have the branching habit of the Bismarck. If planted close they will nearly attain the height of the Column Stock, approximately 2 1/2 to 3 feet. We can with confidence recommend this strain to the florist grower.

	1/2 Tr.	Tr. Pkt.	Pkt.	1/4 oz.	Oz.
Golden Gate. Clear golden yellow.....	\$0.30	\$0.50	\$1.00	\$3.50	
Monterey. Bright pink.....	.30	.50	1.00	3.50	
Pacific. Light blue.....	.30	.50	1.00	3.50	
Redwoods. Blood-red.....	.30	.50	1.00	3.50	
Santa Barbara. Chamois.....	.30	.50	1.00	3.50	
Santa Maria. Pure White.....	.30	.50	1.00	3.50	
Sequoia (New). Sparkling rosy carmine.....	.30	.50	1.00	3.50	
Tahoe. Lavender.....	.30	.50	1.00	3.50	
Yosemite. Rose.....	.30	.50	1.00	3.50	
Splendid Mixture.....	.30	.50	1.00	3.50	

DWARF STOCKS

*Snowflake (Wallflower Leaved). Valuable as a pot plant. The dark green foliage contrasts effectively with the pure white flowers.

Tr. Pkt.....35c 1/4 oz.....\$1.50

STOKESIA (Cornflower Aster)

***Cyanea**, Blue. A beautiful native hardy perennial, growing about 2 feet high and bearing pretty lavender-blue flowers.
Tr. Pkt..... 25c Oz..... \$1.25

SUNFLOWER (See Helianthus)

EARLY OR WINTER FLOWERING SWEET PEAS

SPECIAL NOTE! If in the market for Sweet Pea Seed in quantity, please write for special prices.—A. B. C.

Shirley Temple (Waller-Franklin). Waller-Franklin consider this their most beautiful origination; obtained through a cross between Pinkie and Lady Gay; inherits size and richness of color of Pinkie with dainty fluted flowers of Lady Gay; the color is softer and more beautiful than Pinkie; the stems are long, with four blooms on each stem.
½ oz..... 20c Oz..... 30c ½ lb..... \$1.00 Lb..... \$3.50

Daphne. Winner of a Silver Medal at a recent International Flower Show in New York City; this Sweet Pea is a soft salmon-pink on a cream ground; the flowers are of great size, with beautifully expanded and waved standards. Many of the blooms are duplex and borne on long stout stems.

Oz..... 50c ¼ lb..... \$1.75 Lb..... \$6.50

Tahoe (New). Excellent dark blue; good stem and well formed flower.

½ oz..... 30c Oz..... 50c ¼ lb..... \$1.75 Lb..... \$6.50

Bacchus (New). Deep maroon-purple; large flowers. Outstanding.

½ oz..... 30c Oz..... 50c ¼ lb..... \$1.75 Lb..... \$6.50

Winter Sweet Peas. The following varieties are the "cream" of the early-flowering Sweet Pea family.

½ oz. Oz. ¼ lb. Lb.

Ball Rose Improved. Deep bright rose color; strong growth; free-flowering..... \$0.20 \$0.35 \$1.20 \$3.75

Ball Orange Improved. Pure orange without cerise shading; the only pure early-flowering orange30 .45 1.60 5.50

Ball White. Strong-growing, long-stemmed, white-seeded pure white; we prefer not to sell white-seeded pea seed because of the ease with which it rots unless sown in moist soil and not watered until it germinates. "Hope" in its place..... .25 .35 1.35 4.50

Bridesmaid. Extra light rose or silvery pink; extra large flowers and long stems; new color in early peas..... .20 .35 1.20 3.75

Boon. An even salmon-rose-pink; extra large flowered20 .35 1.20 3.75

Harmony. The best lavender; long stemmed and vigorous growth20 .30 1.00 3.50

Hope. While not as pure in color as Ball's White, this variety is practically clear white, with the advantage of being black-seeded. .20 .30 1.00 3.50

Josie. Longest stemmed, clear rose-pink; most productive variety in any color; requires more headroom20 .35 1.30 4.00

Laddie Improved. Extra long-stemmed; rose color20 .30 1.00 3.50

Majestic Rose. Though not as long-stemmed or productive as Josie, it is preferred by some growers20 .30 1.00 3.50

Mrs. Hoover. Best long-stemmed blue; strong growth, requiring 12 to 15 feet of headroom when planted early on ground beds20 .30 1.00 3.50

Mrs. Holsher. Very good rose-pink..... .20 .30 1.00 3.50

Sequoia. Extra-large, long-stemmed, fairly deep salmon-rose20 .35 1.35 4.00

Top Hat (New). Deep bright violet-blue, fine growth20 .30 1.00 3.50

Triumph. Extra long-stemmed; lilac-mauve. .20 .30 1.00 3.50

WINTER FLOWERING SWEET PEAS (Continued)

Ball's Orange. The standard clear deep orange.

Ball's Rose Queen. Extra long-stemmed rose-pink.

Blue Bird. Mrs. Hoover is better.

Bright Light. Vivid orange-scarlet.

Chevalier. Dark rose.

Chimes. Light salmon-pink.

Columbia. Pink and white bicolor.

Eileen. Rich deep pink, large and long-stemmed.

Eleanor Blue. Light blue, for spring flowering only.

Flamingo. Orange-salmon. Long-stemmed.

Fragrance. Orchid-lavender, prefer Harmony.

Giant Rose. Well-named but not long-stemmed.

Greeting. Lavender.

Grenadier. Poppy-scarlet. Rather heavy shade.

Harlequin. Bicolor chocolate. Attractive novelty.

***Heather Bell.** Rosy lavender, medium size but free.

Indigo Blue. Dark shade of clear blue.

Jeanne Mamitsch. Clear rose, long stems.

Lavanda. Lavender.

Louise Gude. Bright rose. Medium size.

Maroon Prince. Dark maroon, rather heavy.

Michigan. Large lavender.

Mrs. Kerr. Salmon.

Oriental. Black-seeded cream.

***Pride.** Extra long-stemmed brilliant cerise.

Prosperity. Soft glowing rose-cream.

Red Bird. Crimson red.

Snowstorm. Prefer black-seeded kinds. Medium size.

Spring Song. Salmon-pink. Medium stem.

***Success.** Extra bright deep rose-pink.

Sunray. Light cerise, fine long-stemmed.

Susanna. Rather heavy. Carmine-red.

Vogue. Light bluish lavender.

Vulcan. Prefer early Bright Light.

***White Harmony.** Extra long-stemmed black-seeded.

Zvolanek's Rose. Laddie is much better.

A. B. C. Early Mixture. A combination of above colors, including a large proportion of the standard kinds.

ANY ABOVE PRICED AT:

½ oz..... 20c Oz..... 30c 4 oz..... 90c Lb..... \$3.40

LATE OR SUMMER FLOWERING SWEET PEAS FOR SPRING BLOOM

***Ambition.** Finest deep lavender.

***Avalanche.** Finest white-seeded white.

***Beatall.** Sparkling pink, suffused salmon.

***Blue Flame.** Deep blue.

***Bonny Briar.** Improvement on Pinkie in depth and color.

***Campfire.** Sun-proof deep scarlet.

***Chinese Blue.** A solid bright blue; about the best blue.

***Constance Hinton.** Black-seeded white.

***Fiancee.** Soft salmon-pink on white.

***Giant White.** Pure white.

***Gigantic.** The largest and best black-seeded white.

***Gleneagles.** Clear, even lavender.

***Headlight.** Fine sunproof orange-scarlet; best in this color.

***Heavenly Blue.** Delphinium-blue.

***Magnet.** An improved Miss California.

***Mavis.** Headlight is preferable.

***Pinkie.** The finest rose-pink, and a strong grower.

***Pinnacle.** Deep rose-pink; fine commercial color.

***Powerscourt.** Finest lilac-lavender.

***Springtime.** Silvery white, suffused rose; fine commercial color.

PRICES ON ALL OF THE ABOVE ARE:

Oz..... 20c ¼ lb..... 60c Lb..... \$1.75

A. B. C. SPECIAL FLORIST'S MIXTURE:

Oz..... 15c ¼ lb..... 50c Lb..... \$1.25 5 lbs..... \$5.00

SWEET WIVELSFIELD (Dianthus)

Hardy annual with a great variety of colorings. Trusses similar to Sweet William but flowers are larger and more varied. Provides excellent cut flowers as well as a beautiful bedding plant.

Tr. Pkt..... 15c Oz..... 75c

New Double Sweet Wivelsfield. Tr. Pkt..... 50c

TAGETES

Signata Pumila. Good bedding plant; flowers golden-yellow.

Tr. Pkt..... 15c Oz..... 60c

Signata Pumila Little Giant (New). Very dwarf, orange. Tr. Pkt... 25c

WINTER FLOWERING SWEET PEAS

Starred (*) varieties especially recommended.

American Beauty. Extra large, long-stemmed rose.

Amethyst. Rich bright purple.

Annie Laurie. Bright shade of rose-pink. Medium size.

Apollo. Salmon-cerise, long-stemmed. Fine for spring.

Attraction. Rich salmon-rose, long-stemmed.

Aurora. Orange-scarlet striped. Novelty color. Fine.

Ball's Blue. Bright mid-blue, extra free flowering.

THALICTRUM (Meadow Rue)

***Aquilegifolium Album.** Elegant Columbine-like foliage and masses of feathery white flowers during June and July; 3 feet.
 Tr. Pkt. 40c Oz. \$2.00
***Dipterocarpun.** Its dainty, graceful sprays of flowers, elegantly arranged on stems 4 feet high, are invaluable for cutting. The flowers are a charming shade of violet-mauve, which is brightened by a bunch of lemon yellow stamens and anthers.
 Tr. Pkt. 40c Oz. \$2.00

THERMOPSIS

***Caroliniana.** A showy tall growing hardy perennial, producing in June and July long spikes of Lupin-like yellow flowers. 3 feet. Excellent for cutting. Seeds germinate slowly.
 Tr. Pkt. 40c Oz. \$2.00

THUNBERGIA (Black-Eyed Susan)

Mixed. Tr. Pkt. 15c Oz. 50c
Gibsoni. A beautiful new graceful climber for covering pillar and trellis work in greenhouses, or may be flowered outdoors in mild climates. Tr. Pkt. 50c

THYMUS

***Serpulium (Wild Thyme).** A dwarf perennial with fragrant foliage. Of creeping habit and unexcelled for rock gardens and between stepping stones. Lovely small purple blooms during the summer.
 Tr. Pkt. 50c Oz. \$3.00

TITHONIA SPECIOSA

(Mexican Sunflower). Tr. Pkt. 25c

TORENIA

Fournieri. Excellent for spring pot plant sales. Medium blue with dark blotches on lip. Very rich \$0.25 \$0.65 \$2.25
Fournieri Compacta. Dwarf form of above. Excellent for bedding or pots. (1/8 oz., 50c) .25 .85 ...

TORENIAS

Every florist that grows bedding plants and material for porch and window boxes and is not now handling any of the Torenias should investigate the possibilities of these plants. That they are not well known is shown by their absence from so many gardens. And that they deserve far more attention than they now get, is evident from their good behavior under average garden conditions.

TRACHELIUM COERULEUM

Large heads of small blue flowers resembling Gypsophila. 18 inch. Tr. Pkt. 35c

***TRITOMA**

(Red-Hot Poker, Flame Flower, Torch Lily). **Early Flowering Hybrids.** These are easy to grow from seed and they will come into blossom quite quickly. The seed we offer has been saved from a splendid collection. Tr. Pkt. 30c Oz. \$1.25

TROLLIUS (Globe Flower)

***Trollius Ledebouri (Globe Flower).** Seed should be frozen over winter for proper germination.
Golden Queen. Large orange flowers, 3 to 4 feet. Very fine early flowering variety. Tr. Pkt. 50c 1/8 oz. \$1.35
Orange. 24 inches. Tr. Pkt. 50c 1/4 oz. \$1.35

TUNICA

***Saxifraga.** A pretty tufted plant with light pink flowers produced all summer. Useful either for the rockery or the border.
 Tr. Pkt. 15c Oz. 60c

VALERIANA (Valerian)

***Mixed.** Showy, hardy border plants producing large corymbs of red or white flowers. Fine for bouquets. Mixed colors; 2 feet.
 Tr. Pkt. 15c Oz. 60c

VENEDIUM

Fastuosum. Brilliant orange with a glistening dark center.
 Tr. Pkt. 40c Oz. \$3.00

Fastuosum Hybrids. A most interesting and attractive mixture of colors ranging from silvery white down through various shades of cream and orange salmon. Tr. Pkt. 40c 1/4 oz. \$1.25 Oz. \$3.50

VERBENA BONARIENSIS (New)

Perennial species from Buenos Aires, the slender freely-branched stems attain a height of 4 to 5 ft. and bear numerous terminal sprays of Heliotrope flowers during July and August. Award of Merit by Royal Horticultural Society, England, 1937.
 Tr. Pkt. 35c Oz. \$4.50

VERBENAS**A. B. C. GIANT FLOWERING**

A magnificent new strain of Verbenas of robust compact habit and free blooming. The trusses are immense, the individual florets measuring fully an inch in diameter.

SPECIAL NOTE

At the 1935 Wisley Trials in England, Waller Franklin Seed Co., of Guadalupe, Calif., and from whom we obtain supplies of seed, obtained awards for Verbenas, Salmon Pink, Etna and Spectrum Red, also Royale and Violet Bouquet were highly commended. These trials are highly competitive and such awards are indicative of the high value of our giant strain of Verbenas. Tr. Pkt. 1/4 oz. Oz.

Beauty of Oxford Hybrids. A valuable new strain.

Rose pink to rose red shades.....	\$0.40	\$0.60	\$2.00
Cerise Queen. A beautiful shade of soft salmon cerise. Quite new in Verbenas.....	.25	.60	2.00
Etna. Intensive Geranium red, with small creamy-yellow eye.....	.30	.50	1.50
Lavender Glory (New). A true lavender with a medium sized creamy eye which accentuates the lovely lavender tone.....	.40	.60	2.00
Luminosa. Luminous flame, pink shading to salmon.....	.30	.50	1.50
Lucifer. Vivid scarlet.....	.30	.50	1.50
Royale. Royal blue, creamy white eye.....	.40	.65	2.00
Rosea Stellata. Rose-pink, white eye.....	.30	.50	1.50
Spectrum Red. Intense bright red. Brighter than any other Verbena.....	.35	.60	2.25
Salmon-Pink. A true salmon-pink with white eye..	.25	.50	1.60
Violacea Stellata. Deep violet, white eye.....	.25	.50	1.60
White. Pure.....	.25	.50	1.60
Choicest Giant Flowering Mixture.25	.40	1.25

HYBRIDA DWARF COMPACT, ERECT GROWING

This group is very neat and compact in habit. It is a continuous bloomer particularly adapted for bedding and borders.

Carmine Ball. Bright. 10 in. Tr. Pkt. 35c 1/4 oz. 75c Oz. \$2.75
Fireball. Bright scarlet. 6 in. Tr. Pkt. 35c 1/4 oz. 75c Oz. \$2.50
Snowball. White. 6 in. Tr. Pkt. 25c 1/4 oz. 65c Oz. \$2.25

NEW VIOLET BOUQUET (Nana Erecta)

The plant is eight inches high and eight inches in diameter. The color of the flower when it first opens is a deep violet tinged with garnet, changing to deep violet as the flower gets older. The eye is cream, making a rich color combination. The diameter of the flower head is two and one-half to three inches and the individual florets are three-fourths inch in diameter.

Violet Bouquet. Tr. Pkt. 35c 1/4 oz. 85c Oz. \$3.25

NEW HYBRID DANNEBROG

Medium-sized flowers of intense scarlet with contrasting large white eyes, very compact growth, thus useful for bedding. Showy and attractive. Rich, sparkling color comes true to type.

Tr. Pkt. 25c 1/4 oz. 75c Oz. \$2.50

LEMON VERBENA (Fragrant)

Tr. Pkt. 35c 1/4 oz. 75c Oz. \$2.75

ERINOIDES (Moss Verbena)

Purple. Somewhat spreading habit. Excellent as a cover on dry soil. Tr. Pkt. 25c 1/4 oz. 35c Oz. \$1.25

White. Tr. Pkt. 25c 1/4 oz. 35c Oz. \$1.25

VERBENA VENOSA HELIOTROPE BLUE

Tr. Pkt. 25c 1/4 oz. 40c Oz. \$1.00

VERBENA (New Venosa Lilacina)—Sow Early

Verbena Venosa, known in the catalogues as a perennial, is one of the most useful "blue" flowers one can grow. It is excellent as a cut-flower. In color, the flowers are delicate lavender-blue. One of this verbena's qualities is its drought resistance. It will endure the most trying of seasons. The compact and bushy habit of the plant is inviting and it grows from 12 to 18 inches in height. Those who grow it will be well repaid with its beauty and attractiveness as a border plant. Also very desirable for cutting.

This verbena must be treated as an annual. If possible, sow the seeds under glass in early Spring. The plants will flower in four months' time, continuing to bloom until frost. It is a strong grower, perfectly hardy and very free flowering, being literally covered with flowers throughout the season.

For a striking bedding combination the above verbena bordered with Tagetes Little Giant combines a combination of blue and gold that is hard to beat. Used extensively in the Chicago Parks. Also this Verbena when bordered with Sweet Alyssum provides a "happy combination."

New Venosa Lilacina. Tr. Pkt. 35c 1/4 oz. 75c Oz. \$2.50

VERONICA (Speedwell)

- ***Maritima (Longifolia).** Long spikes of blue flowers from July to September. Tr. Pkt.... 30c Oz.... \$1.50
- ***Repens.** A useful rock or carpeting plant with light blue flowers, May-June. Tr. Pkt..... 50c Oz..... \$2.50
- ***Spicata.** An elegant hardy border plant growing about 1½ feet high. Has long spikes of bright blue flowers in June and July. Tr. Pkt..... 30c Oz..... \$1.50

VINCA (Periwinkle)

- Vinca Rosea.** Periwinkle. Requires a warm house and an early start. 12 inch.
- Pink Alba Oculata,** white with rose eye. **Delicata,** soft pink. **Alba Pura,** pure white.
- Mixture.** Each: Tr. Pkt... 20c ¼ oz... 30c Oz... 75c

VIOLAS (Miniature Pansies)

As easily grown as Pansies, and they call for the same treatment. Particularly adapted to bedding because of their dwarf, free flowering habit. Varieties (*) are especially recommended.

Tr. Pkt. ¼ oz. Oz.

- ***Apricot.** Extra choice, early, fairly deep apricot.... (½ oz., 65c) \$0.35 \$1.25 \$4.25
- ***Arkwright Ruby.** Deep crimson-scarlet. Long-stemmed..... .35 (½ oz., \$1.25)
- Black Prince.** Deep violet-blue; not dwarf25 .50 1.75
- G. Wermig.** Violet-blue; somewhat late flowering (½ oz., 85c) .50 1.60 6.00
- ***Jersey Gem.** Rich dark blue. 90-95 per cent true to color. Some-what late flowering..... .50 3.25 ... (1/16 oz., 90c; ½ oz., \$1.75)
- Lutea Splendens.** Choice golden yellow25 .50 1.50
- Mauve Queen.** Light blue; very true to color..... .25 .50 1.75
- ***Papilio.** Light blue with white; extra early and free flower-ing. Extra effective and true to color..... .25 .50 1.60
- ***Puck.** Upper petals violet, lower yellow. An effective contrast. .25 .60 2.25
- ***Violet Gem.** Clear deep violet. Though larger than violets, this variety is largely grown in Europe for violets, the flowers being artificially per-fumed. Late flower-ing..... .50
- White Perfection.** Clear paper-white, 5% yellowish roges. .25 .50 1.75
- ***W. H. Woodgate.** Bright violet; large and long-stemmed..... .50 (1/16 oz., \$1.25; ½ oz., \$2.00)
- Large-Flowered Mixture.**25 .40 1.50

VIRGINIA STOCK

- Mixed.** An easy growing border annual1525

WALLFLOWER

Annual. An attractive crop of flowers may be had in early spring from an October sowing. Grow in shallow raised beds or flats. Very fragrant but fragile.

Tr. Pkt. ¼ oz. Oz.

- Gold Standard.** Deep golden yellow. Best commercial variety. \$0.25 \$0.75 \$2.75
- Golden Yellow Flaked Brown.**25 .75 2.75

Tr. Pkt. Oz.

- Early Flowering Double Mixed.** \$0.30 \$1.50
- Paris Extra-early Single Mixed.**15 .25

WILD CUCUMBER (Vine)

- Tr. Pkt..... 10c Oz..... 20c

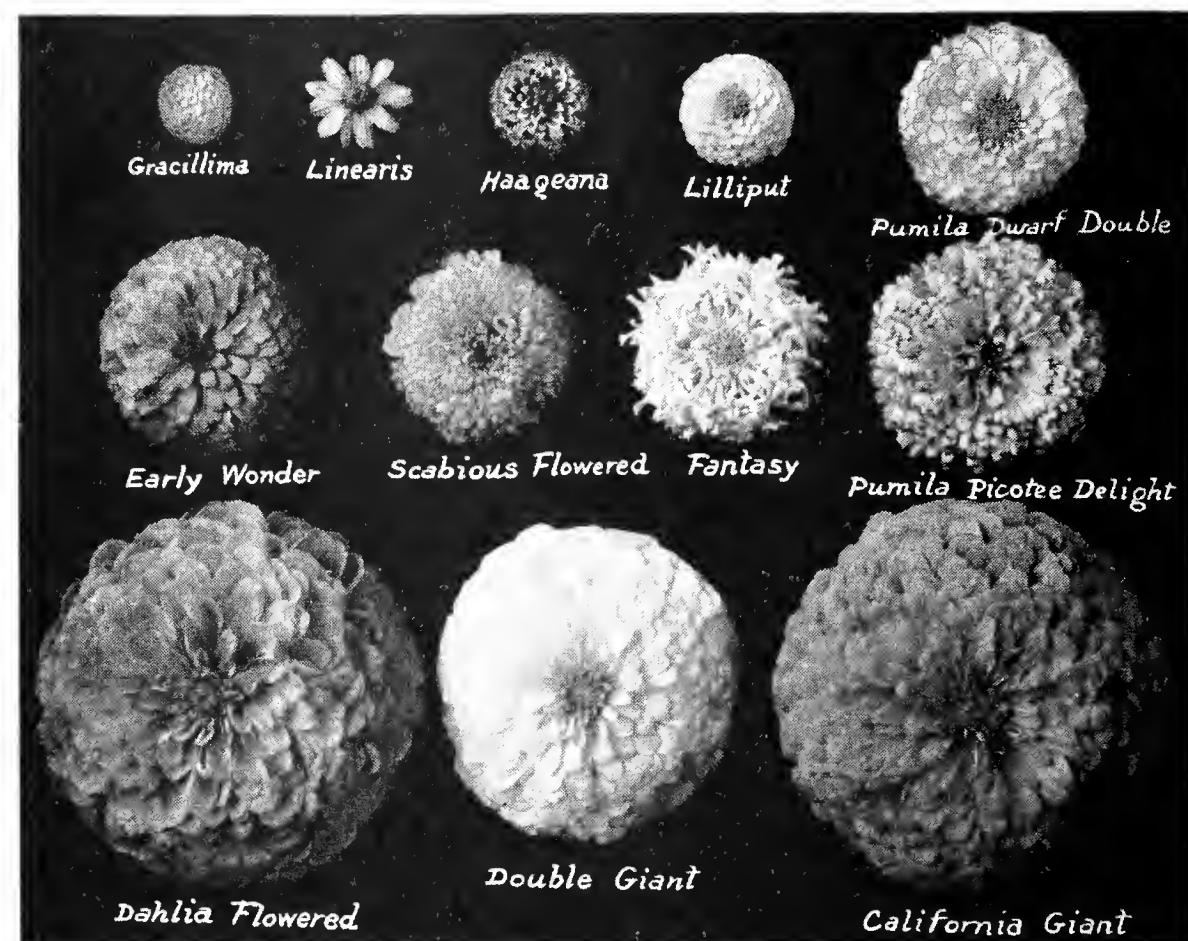
XERANTHEMUM (Everlasting)

- Tr. Pkt..... 15c Oz..... 50c

YUCCA (Adam's Needle)

Filamentosa. Broad, sword-like foliage and tall, branched spikes of large, fragrant, drooping, creamy white flowers during June and July.

Tr. Pkt..... 10c Oz..... 40c ¼ lb..... \$1.25



Comparative Zinnia Flower Types

BODGER'S FAMOUS "GOLD MEDAL" ZINNIAS FOR CUT FLOWERS AND GARDEN SHOW

Few flowers have exhibited greater improvement at the hands of hybridizers than the Zinnias, and their improvement has been matched with a corresponding increase in public favor. For those getting started with Zinnias, it should be emphasized that the nature of the plants demands plenty of warmth. This is explained by the fact they are native to Mexico. This temperature requirement also, of course, applies to their seed germination, which will be a certain failure in a cold, wet soil. The warm end of a Carnation house or, say, a temperature of around 55 to 60 degrees nights will germinate it. In warm climates Zinnias have high florist value. By sowing around March 1st, Zinnias can be flowered to perfection during May in a Carnation house temperature. By sowing outdoors as late as August 1st, in well-enriched soil and protected with water, they can be had in fine shape right up to frost. To bring out their wonderful colors calls for long sunny days. For this reason they are not profitable as a mid-winter greenhouse crop.

Don't overlook the margin in growing Zinnia seedlings for home gardeners. They are liable to become drawn and hardened in pots—better and more easily grown by broadcasting in an open bed.

Dahlia-Flowered Class. Generally accepted as the largest and finest of the Giants. They improve the Giant Mammoth in being more incurved and rounded, though not entirely true to this type.

Canary Bird. A rich primrose-yellow.

Crimson Monarch. Large crimson-red.

Dream. A fine deep lavender.

Eldorado. Salmon-apricot.

***Exquisite.** Fairly deep rose. Valuable for cutting.

Giant Attraction. Brick red.

***Golden Dawn.** Golden yellow, dark center.

Golden State. Rich orange-yellow.

Illumination. Deep rose-pink.

Lemon Beauty. Light lemon yellow, turning russet as it ages.

Luminosa. Bright deep pink with a suffusion of salmon.

Meteor. Clear deep rose.

Old Gold. Deep and lighter shades of old gold.

Old Rose. Real old rose color.

***Oriole.** Orange and gold, excellent.

Polar Bear. Large white.

Purple Prince. Large deep purple.

Scarlet Flame. Well named, glowing color.

Youth. A beautiful soft rose self.

Prices, Separate Colors: Liberal Tr. Pkt..... 25c ¼ oz..... 35c
½ oz..... 60c Oz..... \$1.00 Lb..... \$12.00

SPECIAL OFFER: One trade packet each of above varieties, \$2.75. One trade packet each of any ten above varieties, \$2.00.

***GOLD MEDAL MIXED.** Best Giant Dahlia-flowered Mixture available.

Tr. Pkt..... 25c ¼ oz..... 35c Oz..... \$1.00 Lb..... \$12.00

FOR
ZINNIA
NOVELTIES
SEE
PAGE 9



Cabbage "Marion Market" (Yellows-Resistant)

Grow VEGETABLE Plants For Home Garden Trade

A. B. C. "SUPREME" QUALITY VEGETABLE SEEDS

Numerous florist-growers throughout the United States annually realize a handsome profit in the supplying of vegetable plants to their home garden customers; especially tomato plants, for which there is usually a large demand in suburban sections and the smaller towns. Take advantage of this opportunity to increase your spring sales. Our list of varieties is such as are best adapted to home garden culture; however, we can supply all desirable sorts of vegetable seeds in commerce and at market prices. Send us your list of needs and be assured that you will receive the same high grade as we supply in florists' flower seeds.

NOTE: Where not otherwise quoted, we supply $\frac{1}{2}$ oz. at ounce rate.

SPECIAL NOTE: In the event that you do not find in our listing of VEGETABLE SEEDS the desired kinds we will be glad to supply such, if obtainable and at market price.—A. B. C.

BEETS

	Oz.	$\frac{1}{4}$ lb.	Lb.
Detroit. Dark Red selected stock	\$0.15	\$0.35	\$1.00
Crosby's Egyptian. Selected	.15	.35	1.00

BRUSSELS SPROUTS

	Oz.	$\frac{1}{4}$ lb.	Lb.
Improved Dwarf	\$0.25	\$0.65	\$2.00

CABBAGE

EARLY OBLONG VARIETIES

	Oz.	$\frac{1}{4}$ lb.	Lb.
Jersey Queen. (Yellows-Resistant)	\$0.50	\$1.50	\$4.50
Early Jersey Wakefield	.25	.70	2.25

EARLY FLAT AND ROUND VARIETIES

Copenhagen Market	.30	.85	2.75
Marion Market. (Yellows-Resistant)	.45	1.25	4.00
Golden Acre	.45	1.25	4.00
Early Flat Dutch	.25	.65	2.00
All Seasons. (Yellows-Resistant)	.45	1.25	...
Globe Glory. (Yellows-Resistant)	.65	1.75	6.00

MAIN CROP SORTS

Premium (Late) Flat Dutch	.25	.70	2.25
Chinese or Celery Cabbage	.30	.90	3.00
American Drumhead	.30	.90	3.00
Danish Ball Head (Dwarf Amager)	.30	.85	2.75
Hollander. (Yellows-Resistant)	.45	1.25	4.00
Dutch Winter or Hollander	.30	.75	2.50

CABBAGE (Continued)

	Oz.	$\frac{1}{4}$ lb.	Lb.
SAVOY CABBAGE			
Improved American	\$0.30	\$0.90	\$3.00

RED CABBAGE

Mammoth Rock Red	.30	.90	3.00
Mammoth Rock Red Long Island Strain	.50	1.50	5.00

CARROT

	Oz.	$\frac{1}{4}$ lb.	Lb.
Danvers Half Long	\$0.20	\$0.40	\$1.00
Chantenay (Greater)	.15	.35	1.00
Guerande or Ox Heart	.15	.35	1.00

CAULIFLOWER

	Pkt.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	Oz.	$\frac{1}{4}$ lb.	Lb.
New Snowball	\$0.25	\$0.70	\$1.25	\$2.00	\$0.50	\$7.00
Earliest Dwarf Erfurt	.25	.65	1.15	2.00	7.00	
Dry Weather	.25	.70	1.25	2.15	7.50	
Super Snowball	.25	.75	1.35	2.50	9.00	

CELERY

	Oz.	$\frac{1}{4}$ lb.	Lb.
Golden Self Blanching Dwarf	\$0.60	\$1.75	\$6.00

CELERY, ROOT

	Pkt.	Oz.	$\frac{1}{4}$ lb.	Lb.
Large Smooth Prague	...	\$0.10	\$0.30	\$0.90

CUCUMBER

	Oz.	$\frac{1}{4}$ lb.	Lb.
Colorado or A and C White Spine	\$0.25	\$0.50	\$1.50
Arlington White Spine	.20	.45	1.25
Improved Long Green	.25	.50	1.50
Chicago Pickle	.20	.35	1.00

EGG PLANT

	Oz.	$\frac{1}{4}$ lb.	Lb.
Black Beauty	\$0.50	\$1.50	\$5.00
Improved New York Purple	.45	1.35	4.50

ENDIVE

	Oz.	$\frac{1}{4}$ lb.	Lb.
Green Curled Summer	\$0.15	\$0.45	\$1.25
Full Hearted	.20	.50	1.00

KALE OR BORECOLE

	Oz.	$\frac{1}{4}$ lb.	Lb.
Excelsior Moss Curled	\$0.15	\$0.35	\$1.00

KOHLRABI

	Oz.	$\frac{1}{4}$ lb.	Lb.
Short-Leaved Early Erfurt	\$0.25	\$0.65	\$2.00
Early White Vienna	.25	.65	2.00
Early Purple Vienna	.25	.65	2.00

LEEK

	Oz.	$\frac{1}{4}$ lb.	Lb.
Large Musselburg	\$0.25	\$0.65	\$2.00

LETTUCE

	Oz.	$\frac{1}{4}$ lb.	Lb.
Black Seeded Simpson (Selected)	\$0.15	\$0.45	\$1.25

CABBAGE AND HEAD VARIETIES

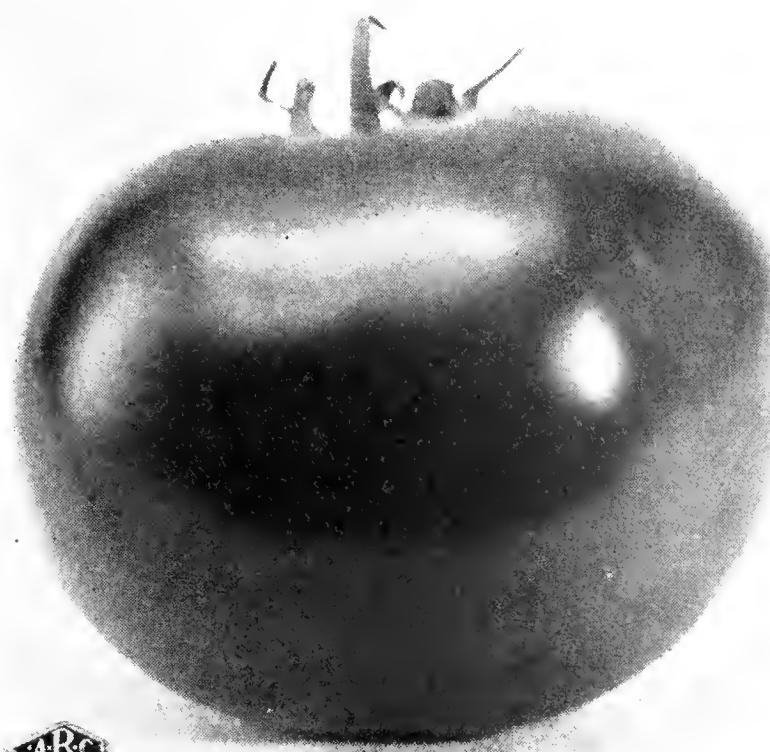
	Oz.	$\frac{1}{4}$ lb.	Lb.
All Seasons	.20	.50	1.50
May King	.15	.40	1.25

LETTUCE AND OTHER VEGETABLE SEEDS

Continued on Next Page

SPECIAL NOTE: If in the market for vegetable seeds (any standard kind) in quantity, please submit your list of wants for special quotations. We meet the market, A. B. C.

A. B. C. "Supreme" Quality Vegetable Seeds (Continued)



Diener's "Ventura" Tomato—New Blight-Resisting

DIENER'S NEW
BLIGHT-
RESISTING
TOMATO

"VENTURA"

(Diener's Description)

"Ventura" is the most perfect Tomato produced so far, as it is very early. The fruit is as smooth as an apple, having a weight of four to eight ounces. Its flesh is of a fine tomato color and is very solid when ripe, so much so that it keeps solid for several weeks without spoiling or rotting, being immune from Fungi. It can be shipped in a ripe condition to very long distances. "Ventura" has a very delicious taste, it being a seedling of the Diener Tomato, which is known for its wonderful flavor when canned. It is extremely free bearing.

Pkt. 25c
Oz. \$1.00
Lb. 14.00

VEGETABLE SEEDS (Continued)

LETTUCE (Continued)

	Oz.	1/4 lb.	Lb.
Big Boston.....	\$0.20	\$0.50	\$1.50
New York or Wonderful			
No. 1220	.50	1.50
Prize Head15	.40	1.25
Paris White Cos.....	.15	.45	1.25

MUSKMELON

	Oz.	1/4 lb.	Lb.
Extra Early Osage.....	\$0.15	\$0.45	\$1.25
Paul Rose15	.45	1.25
Rocky Ford15	.35	1.00
Honey Dew20	.50	1.50
Honey Rock15	.35	1.00

ONION

	Oz.	1/4 lb.	Lb.
Large Red Wethersfield.....	\$0.25	\$0.35	\$1.25
Ohio Yellow Globe.....	.30	.60	1.60
Ideal White Globe.....	.35	.75	2.00

PARSLEY

	Oz.	1/4 lb.	Lb.
Champion Moss Curled....	\$0.15	\$0.30	\$0.80
Hamburg Rooted.....	.20	.40	1.25

PEPPER

	1/2 oz.	Oz.	1/4 lb.
Magnum Dulce Largest.....	\$0.35	\$0.65	\$2.00
Sweet Mountain25	.45	1.25

NOTE! If you are in the market for vegetable seeds other than listed in these pages, please write for special prices. We supply all standard kinds at market prices.

A. B. C. "SUPREME" QUALITY LAWN GRASS SEED

A. B. C. "SUPREME" QUALITY LAWN GRASS SEED is just what the name implies. You will, we believe, find this a profitable side line to sell to your customers (especially those of your clientele who have been imposed upon with "chaff mixtures"). Put up in attractive cloth bags printed

A. B. C. "SUPREME" QUALITY LAWN GRASS SEED IN BULK—Prices: 1 lb. cloth bags, 22c each; 2 and 3 lb. cloth bags, 21½c per lb.; 5 lb., 10 lb., and 15 lb. bags, 21c per lb.; 100 lb., 50 lb., and 25 lb. bags, at 20c per lb.

(Prices on Grass Seed Subject to Market Changes)

green and red; one-, two-, three-, five-, ten- and fifteen-pound bags. Many of our customers find this a ready seller as well as to use for their own application.—A. B. C.

SPINACH

	Lb.
Long Standing	\$0.30
Round Leaved25
New Zealand50

SWISS CHARD

	Oz.	1/4 lb.	Lb.
Cut and Come Again.....	\$0.10	\$0.25	\$0.75

SQUASH

	Oz.	1/4 lb.	Lb.
Boston Marrow.....	\$0.10	\$0.25	\$0.75
Summer Crookneck.....	.15	.35	1.00
Golden Hubbard15	.45	1.25
Original Hubbard15	.45	1.25

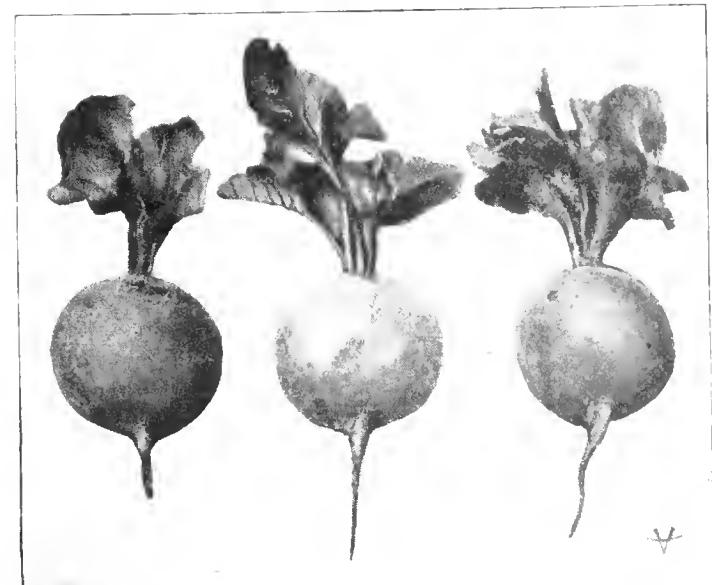
TOMATO

	Oz.	1/4 lb.	Lb.
Bonny Best	\$0.30	\$0.90	\$3.00
Chalk's Early Jewel.....	.30	.90	3.00
Crimson Cushion or Beef-steak50	1.50	4.75
Dwarf Champion45	1.25	4.00
Dwarf Stone45	1.25	4.00
Earlinga45	1.25	4.00
Early Detroit45	1.25	4.00
Golden Ponderosa60	1.75	6.00
Golden Queen45	1.25	4.25
Greater Baltimore30	.85	2.75
John Baer45	1.25	4.00
June Pink45	1.25	4.00
Marglobe40	1.00	3.50
Matchless30	.75	2.50
Ponderosa45	1.25	4.00
Oxheart65	2.00	7.50
Stone Improved30	.90	3.00
Yellow Pear50	1.50	5.00
Yellow Plum50	1.50	5.00

"MICHIGAN STATE" FORCING
TOMATO

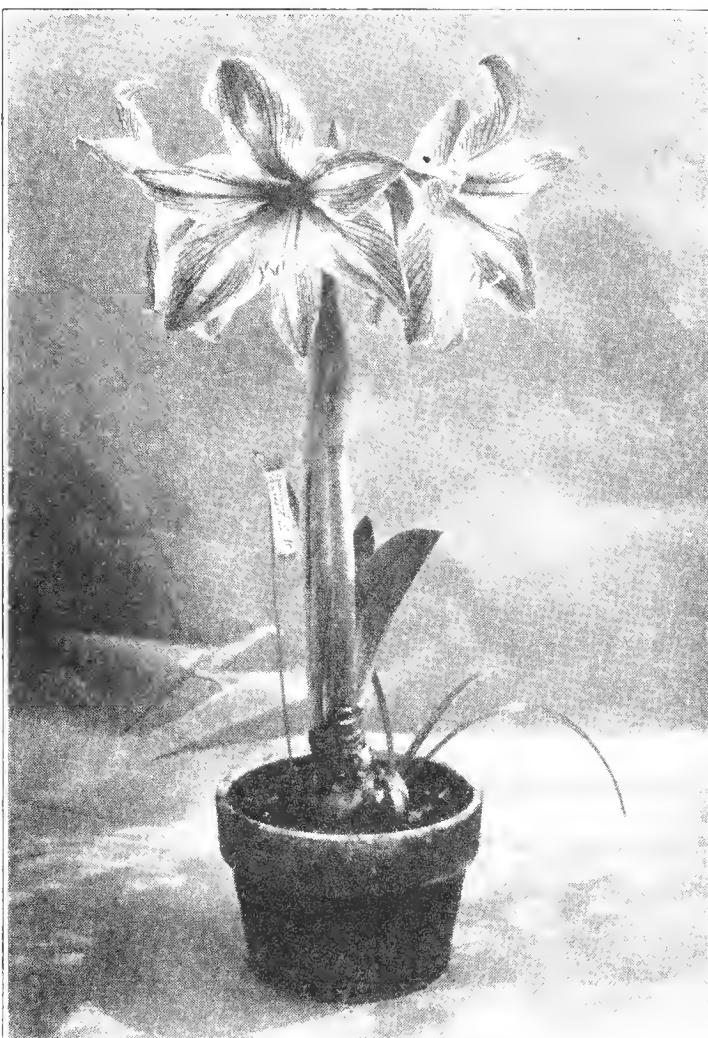
A self-pollinating wilt-resistant greenhouse variety that is highly recommended.

Oz. \$2.50 1/4 lb. \$6.00 Lb. \$20.00



Radish, Improved Early Scarlet Globe

A. B. C. "Supreme" Quality Miscellaneous Spring Bulbs



Amaryllis, Giant American Hybrid

AMARYLLIS

Giant American Hybrids

The value of Amaryllis depends on the quality of the strain. We buy our bulbs from several sources of known reputation and mix these strains ourselves, thus making certain that you get the best obtainable. Every bulb we ship is of flowering size and many produce more than one flowering stem.

	Per 100	Per 1,000
2 to 2½ inch.....	\$ 9.50	\$ 85.00
2½ to 2½ inch.....	11.00	100.00
2½ to 2¾ inch.....	13.50	125.00
2¾ to 3 inch.....	17.50	165.00

TUBEROUS ROOTED BEGONIAS

Ready in January

Single or Double Varieties in the following colors:
Crimson, Rose, Scarlet, Pink, Yellow, Orange, Salmon, White.
 Hanging Basket Varieties: Double Camelia Type (Crispa), single frilled; also Pendula or Lloydii (Hanging Basket).

	Per 100	Per 1,000
1 to 1½ inch.....	\$ 6.00	\$ 55.00
1½ to 2 inch.....	9.50	90.00
2 inch and up.....	14.00	135.00

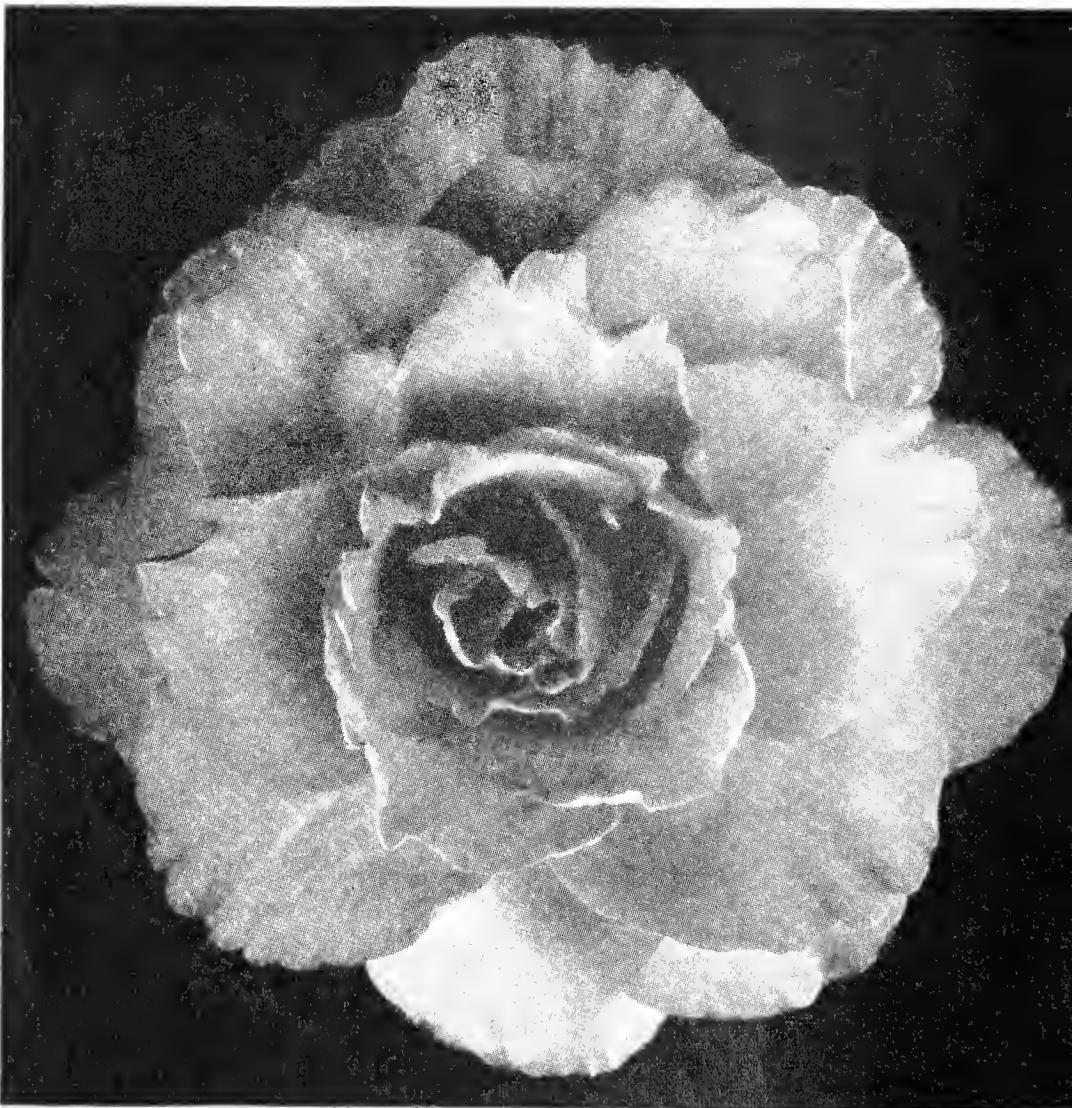
TUBEROUS-ROOTED BEGONIAS

For Pot Plants and Bedding. Also the Double Forms are desirable as cutflowers (the stems to be wired).

An early-flowered batch of the showy Tuberous-Rooted Begonias will always be appreciated. And as the tubers are offered either in separate colors or in mixture at reasonable rates, there is no reason why every country florist doing a retail business should not handle a few of them. Both double and single-flowered types may be had. The tubers when received may either be potted at once in a mixture of loam, extremely old manure and sand or placed in peat moss on a bench and lightly sprayed until the top growth and roots start. Usually 4-inch pots will answer well for the tubers, although if larger plants are desired, they can later be given a shift.

These Begonias will grow better if kept fairly warm at this season, 55 degrees at night not being too much. Avoid wetting the foliage as much as possible, and later in the season, as the sun grows in power, some shading during the hottest part of the day will prove beneficial. Not only are the large-flowered Begonias useful as potted plants, but later they are excellent to plant in window or porch boxes where there is considerable shade, as well as for bedding out in positions that are so shady other bedding plants will flower little if at all.

Florists on the West Coast recently found a profitable outlet for Double Tuberous Begonia blooms by utilizing them for corsages and table decoration (the stems being wired). This new fashion is now sweeping the country, the flowers commanding a price on a par with that of Orchids and Gardenias.



Double Flowered Tuberous Rooted Begonia

SYMBOLS:
 C—Cactus
 D—Duplex
 FD—Formal Decorative
 ID—Informal Decorative
 S—Single
 SC—Semi-Cactus

AND
 HOME
 GARDEN
 PLANTER

DAHLIAS FOR THE FLORIST

Worth-While Varieties—A. B. C. "Supreme" Quality

Large Flowering Types

Each Doz. 100

Adirondac Sunset, "I. D."	Orange scarlet with bright yellow at base of each petal. Remarkable color. Long stems and healthy growth.	\$0.50 \$5.50 \$40.00
American Triumph, "C."	Oriental red, incurved cactus. 8-in. blooms, straight stems35 3.75 27.50
Anna Benedict, "I. D."	Rich velvety wine red, clean growth and non- fading50 5.50 40.00
Avalon, "I. D."	Clear canary-yel- low, large flower, long stems12 1.25 9.00
Beauty Supreme, "F. D."	Orchid col- ored sport of "Jersey's Beauty" with same habit, cut flower is larger12 1.20 8.00
California Idol, "I. D."	Giant, deep flower of clear lemon yellow. One of the earliest to bloom75 8.00 60.00
Chemar's Blue Gem, "F. D."	Deep magenta to violet color20 2.00 12.00
Dr. John H. Carman, "F. D."	Huge flowers of Tyrian rose on straight heavy stems20 2.00 12.00
Dorothy Stone, "I. D."	Large deep flowers of true pink. Strong grower25 2.50 17.00
El Toreador, "F. D."	Medium sized standard. Market red15 1.20 9.00
Fort Monmouth, "I. D."	Rich garnet red. Long fine petals. Makes a very graceful flower. An es- pecially good keeper30 3.25 18.00
Frau O. Bracht, "C."	Primrose yel- low, true cactus type. Perfect for basket work35 3.75 25.00
Golden Eclipse, "F. D."	Golden au- tumn color of the old Sagamore but a much larger flower on a tremendous stem20 2.00 12.00
Golden Standard, "C."	One of the best novelties to date. Large bronze cactus on per- fect stems. Profuse early bloomer and wonderful keeper when cut	\$0.35 \$3.25 \$22.50
Good Night, "I. D."	Dark velvety maroon with a rosy reverse which is shown by the curling petals. A clean growing and striking novelty40 4.00 27.50
Greater Glory (New), "C."	Tremendous lavender-pink cactus type, best thing in years	3.00
Gretel, "S. C."	Medium sized flower of brilliant henna orange. Profuse bloomer, excellent for basket work . .	.80 7.50 55.00
Honor Bright, "F. D."	Peach red. A different color and a good cut flower35 3.75 25.00
Hunt's Velvet Wonder, "I. D."	Violet-purple. A giant for exhibition only75 8.00 55.00
Imperial Pink, "F. D."	Rich, bright, true pink with prim- rose shading at the center of the flower25 2.50 17.00
Improved Francis Larocca, "F. D."	The standard com- mercial yellow, profuse bloomer15 1.25 9.00
Indiana Moon, "I. D."	Autumn color with salmon shad- ings. Long, straight stems and huge flowers without disbudding20 2.00 12.00
James Kirby, "I. D."	Without a doubt the best large red cut flower we have ever grown35 3.75 25.00



"Jersey's Beauty"—This Wonderful Rose-Pink Dahlia Still Remains as One of the Most Desirable Varieties, Especially from a Cutflower Standpoint

Price: Each 15c Doz. \$1.35 Per 100 \$9.00

	Each Doz. 100	Each Doz. 100
Jane Cowl, "I. D."	Orange, salmon and gold. One of the Dahlia "high-lights" for cut flowers	\$0.15 \$1.25 \$ 9.00
Jersey's Beacon	Chinese scarlet, large size on strong stems. Very attractive15 1.50 11.00
Jersey's Beauty, "F. D."	Rose-pink (See illustration this page). Generally considered as the best cut flower Dahlia in commerce today. Fully qualifies in every way15 1.35 9.00
Jersey's Dainty, "C."	A very beautiful white cactus Dahlia which at times has faint shadings of pale pink; very fine for basket work20 2.00 12.00
Jersey's Triumph, "F. D."	Bright copper, flushed with salmon, same clean type of growth as "Jersey's Beauty"20 2.00 12.00
Kay Francis, "S. C."	Large primrose yellow. Strong grower, good producer40 3.50 27.50
Kentucky, "F. D."	Salmon-orange sport of "Jersey's Beauty." Early flowering. Profuse bloomer12 1.20 8.00
Kiss Me, "F. D."	Bright red and white, tipped and striped bi-color. Not large, but very profuse bloomer . .	.20 2.00 12.00
Lilac Glory, "C."	Pale lavender cactus, good for bas- ket work40 3.75 27.50
Lord of Autumn, "I. D."	Large glistening primrose yel- low. Makes fine specimen plants50 5.50 40.00

NOTE: ALL DAHLIAS OFFERED ARE STRONG ROOT "DIVISIONS" READY FOR PLANTING.

25 ROOTS ARE SUPPLIED AT 100 RATE 3 ROOTS SUPPLIED AT DOZEN RATE SEE NEXT PAGE FOR ADDITIONAL VARIETIES

SYMBOLS:

C.—Cactus Type
D.—Duplex Type
F. D.—Formal Decorative Type
I. D.—Informal Decorative Type
S.—Single Type
S. C.—Semi-Cactus Type

DAHLIAS FOR THE FLORIST

AND
HOME
GARDEN
PLANTER

Worth - While Varieties—A. B. C. "Supreme" Quality—Continued

	Each	Doz.	100
Mabel Goodacre, "I. D." Lavender-pink, large without disbudding. Keeps well when cut.....	\$0.20	\$2.00	\$13.00
Monmouth Champion, "F. D." Extra large blooms of brilliant orange. Exhibition type.....	.25	2.25	16.00
Mrs. A. E. Wheeler, "F. D." Rich violet red, deep round flower, excellent keeper25	2.50	17.00
Mrs. I. de Ver Warner, "F. D." Beautiful orchid-lavender. The standard of its color for many years.....	.20	2.00	12.00
Murphy's Masterpiece, "F. D." Largest of them all. This huge red has been the winner in all exhibitions for several years.....	.80	8.00	55.00
Myra Howard, "I. D." Bronzy autumn color with flecks of gold. Exceptional stems.....	.20	2.00	13.00
Nathan Hale, "F. D." Rich bronze, good stems. Keeps well when cut.....	.12	1.20	8.00
Omar Khayyam, "F. D." Golden buff with red shadings. Long clean stems and huge flowers without disbudding. Perfectly insect resistant and the best money-maker in the field next to Golden Standard.....	.20	2.00	13.00
Queen City, "F. D." New, most unusual shade of grenadine pink. Excellent commercial variety.....	1.00	10.00	...
Red Jug, "C." (New). Strong growing and the best red cactus to be had.....	1.00	10.00	...
Rose Fallon, "F. D." Huge old gold flower. Extra long stem25	2.25	16.00
Royal Purchase, "C." Straw yellow with salmon shadings. Unusually shaped cactus with curled and angulated petals.	1.00	10.00	70.00
Ruby Taylor, "F. D." Garnet red, same character of growth as Jersey's Beauty.....	.35	3.75	25.00
Sagamore, "F. D." One of the best cut flowers. Autumn colors, excellent keeper. Color, bronzy orange.....	.12	1.20	8.00
Sultan of Hillcrest, "I. D." Buff yellow with pink shadings. Very large and productive. Insect resistant....	.35	3.75	25.00
Tamerlane (New), "F. D." Bright, striking cardinal red, exceptional for cut flowers.....	.25	2.25	16.00
White Beauty, "I. D." Very beautiful, pure white, cut flower, good stems.....	.50	5.50	35.00
White King, "F. D." Pure white, large commercial size, fine long stems. Has become the standard white in the New York cut flower market.....	.15	1.20	8.00
White Wonder, "I. D." A naturally large pure white which does not stunt. Very gracefully shaped.....	.20	2.00	12.00

POMPON DAHLIAS

(Exceptional for Basket Work, Etc.)

	Each	Doz.	100
Anna Von Schwerin. Pale pink, white center.....	\$0.15	\$1.35	\$ 9.00
Baby. Light pink.....	.15	1.35	9.00
Bobby. Plum purple.....	.15	1.35	9.00
Bob White. Good white.....	.20	2.00	12.00
Bronze Beauty. Orange bronze.....	.15	1.35	9.00
Dee Dee. Lavender.....	.20	2.00	12.00
Dot. White with greenish cast.....	.20	2.00	12.00
Edith Mueller. Yellow-tipped flame.....	.15	1.35	9.00
Flame. Scarlet.....	.15	1.35	9.00
Honey. Primrose, scarlet center.....	.15	1.35	9.00
Joe Fette. The best white.....	.15	1.35	9.00
Jonkheer Von Citters. Red and yellow.....	.15	1.35	9.00
Kleine Domitea. Buff orange.....	.15	1.35	9.00
Lavender Gem. Clear lavender.....	.15	1.35	9.00
Little David. Mahogany bronze.....	.15	1.35	9.00
Little Edith. Yellow, tipped orange.....	.15	1.35	9.00
Little Herman. Red and white, bi-color.....	.15	1.35	9.00

POMPON DAHLIAS (Continued)

	Each	Doz.	100
Mary Munns. Fuschia	\$0.15	\$1.35	\$ 9.50
Morning Mist. Pale lavender-pink.....	.15	1.35	9.00
Nerissa. Lavender30	3.35	22.50
Snow Clad. White.....	.15	1.35	9.00
Titian. Bright flaming red.....	.15	1.35	9.00
Tom Thumb. Red.....	.15	1.35	9.00
Yellow Gem. Best yellow.....	.15	1.35	9.00

MINIATURE DAHLIAS

	Each	Doz.	100
Baby Royal, "S. C." Salmon.....	\$0.15	\$1.35	\$ 9.00
Bishop of Llandaff, "D." Bright red Peony type, golden crown of stamens and unusual bronze foliage.....	.25	2.50	18.00
Daybreak, "S. C." Bronze.....	.25	2.50	18.00
Elizabeth Pape, "C." Pale pink and cream.....	.20	2.25	16.00
Fairy. Miniature Jersey's Beauty. Fine cut flower.....	.15	1.35	10.00
Gailliard, "C." Red.....	.25	2.35	16.00
Newport Triumph, "S." Old rose.....	.25	2.35	16.00
Red Head. Orange-red. Shaped like a Gardenia.....	.25	2.50	18.00
Samaritan. Pure white, semi-cactus.....	.30	3.35	22.50
Skippy, "F. D." White tipped red.....	.30	3.35	22.50
Tri-color, "F. D." Red, yellow and white.....	.30	3.35	22.50
Union Jack. Red and white striped single.....	.20	2.25	16.00
White Star. White single.....	.30	3.35	22.50

DOUBLE LARGE FLOWERING DAHLIAS

Under Color

Various shades of red, pink, white, purple, maroon, yellow or variegated. Desirable for merchandising in dry root form to the public.

Doz..... \$1.25 100..... \$7.00 1,000..... \$62.50
(250 at 1,000 rate)

Mixed. All colors. Likewise desirable for store sales.

Doz..... \$1.00 100..... \$5.50 1,000..... \$52.50

BALL SHAPED DAHLIAS

	Each	Doz.	100
Elsie Burgess. Lavender-pink and white.....	\$0.15	\$1.35	\$ 9.00
Helen Hollis. Red.....	.15	1.35	9.00
Jean Kerr. White.....	.15	1.35	9.00
Jersey's Beacon Ball. Orange.....	.15	1.35	9.00
Maud Adams. Pink and white.....	.20	2.00	12.00
Old Ironsides. Clear lavender.....	.30	3.35	22.50
Shirley Temple. Yellow.....	.50	5.00	32.50

FRITZ BAHR'S

"COMMERCIAL FLORICULTURE"

646 PAGES — 308 ILLUSTRATIONS

FOURTH EDITION — REVISED AND ENLARGED

\$5.50 PER COPY . . . AND WORTH MANY DOLLARS MORE.

A. B. C. "Supreme" Quality

GLADIOLUS

ANNUAL PRODUCTION: 20,000,000 BULBS (Approximately)

We list here the varieties in various colors that we believe will be the most profitable for you to grow. These varieties enjoy an excellent retail acceptance.

The bulbs marked (*) are recommended for forcing. The bulbs we supply for forcing under glass have been especially cultured and are scientifically treated for that purpose.

As one of the largest Gladiolus growers in the country, we are in a position to supply you to advantage, in quality, selection and price.

NOTE: 250 bulbs supplied at 1,000 rate.

RED AND ROSE VARIETIES

	First Size 1 1/2" and up		Second Size 1 1/4" and up	
	Per 100	Per 1,000	Per 100	Per 1,000
*Dr. Bennett. Brilliant scarlet.....	\$2.00	\$15.00	\$1.75	\$12.50
Commander Koehl. Dark scarlet-red.....	2.70	22.00	2.50	20.00
Chas. Dickens. Violet-red, dark blotch.....	2.20	17.00	2.00	15.00
Excellence. Early orange-red (a Kunderd First Prize seedling). Choice cut flower variety	2.50	20.00	2.25	17.50
*Flaming Sword. Early deep red.....	1.70	12.00	1.50	10.00
Helga. Salmon-rose.....	1.90	14.00	1.70	12.00
*Mrs. F. Pendleton. Rose-pink.....	1.90	14.00	1.70	12.00
Mrs. Francis King. Flame orange-scarlet..	1.70	12.00	1.50	10.00
Predominator. Pure salmon-scarlet (Kunderd First Prize seedling). Exceptional cut flower variety	2.70	22.00	2.50	20.00
Pride of Wanakah. Deep rose, deeper blotch	1.80	13.00	1.60	12.00
Rose 1910. Early deep rose-pink.....	1.70	12.00	1.50	10.00
Red Phipps. Excellent rose-red.....	2.50	20.00	2.30	18.00
*Virginia. Scarlet-red.....	1.90	14.00	1.70	12.00

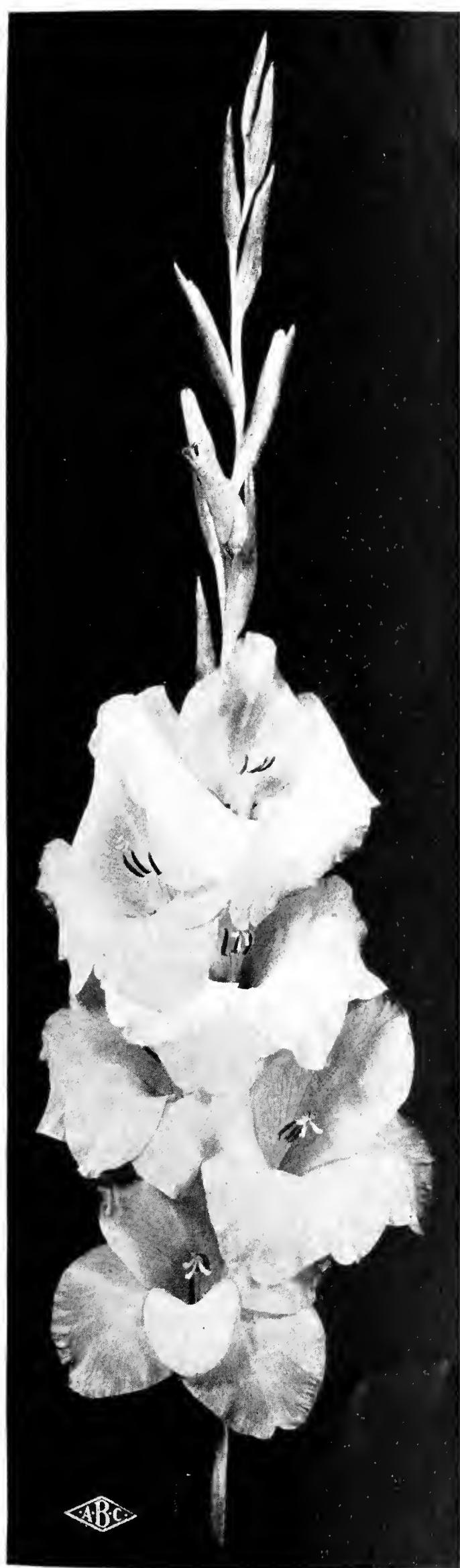
* Denotes best varieties for forcing.

TEMPERATURE FOR FORCING GLADIOLUS

The best temperature is Carnation house temperature (50° to 52° F.). Cooler temperatures to start with are satisfactory, as the Gladiolus starts slowly and will not take kindly to any increase in heat before the bud shows, except the natural increase in heat which the sun gives during bright winter days and in spring.

IMPORTANT TO THE FORCER

Please bear in mind the fact that Gladiolus Bulbs which we supply for forcing under glass have been especially cultured and are scientifically treated for that purpose. Under reasonably normal conditions growers should obtain worthwhile results from such stock.





"Picardy"

PICARDY

Picardy has proved to be the most outstanding cut flower Gladiolus introduced in the past decade and this very worthwhile variety has created no end of unusually favorable comment from the trade and public as well.

	Per 100	Per 1,000
1½ inch and up.....	\$1.50	\$10.00
1¼ inch and up.....	1.30	8.00
1 inch and up.....	1.10	6.00

A. B. C. "Supreme" Quality

GLADIOLUS

(CONTINUED)

PINK VARIETIES

	First Size 1½" and up		Second Size 1¼" and up	
	Per 100	Per 1,000	Per 100	Per 1,000
America. Lavender-pink.....	\$1.50	\$10.00	\$1.30	\$ 8.00
* Betty Nuthall. Coral pink.....	1.70	12.00	1.50	10.00
Debonair (New). La France pink.....	2.70	22.00	2.50	20.00
Duna (New). Safrano pink.....	2.50	20.00	2.30	18.00
Early Bird (New). Earliest of all; clear La France pink	2.70	22.00	2.50	20.00
E. J. Shaylor. Rose-pink.....	1.70	12.00	1.50	10.00
* Giant Nymph. Tall pink.....	1.70	12.00	1.50	10.00
Gloriana. Salmon-rose	1.90	14.00	1.70	12.00
Halley. Salmon-pink	1.70	12.00	1.50	10.00
Highland Laddie. Pink.....	1.90	14.00	1.70	12.00
* Los Angeles. Salmon-pink.....	1.70	12.00	1.50	10.00
Mrs. Leon Douglas. Giant pink.....	2.00	15.00	1.80	13.00
* Mrs. P. W. Sisson. Cameo-pink.....	1.90	14.00	1.70	12.00
* Odin. Deep salmon pink.....	1.90	14.00	1.70	12.00
* Picardy. New shrimp pink.....	1.50	10.00	1.30	8.00
Virginia Shelley. Cream pink, light throat	2.00	15.00	1.70	12.00
W. H. Phipps. La France pink.....	2.10	16.00	1.80	13.00
Wolverine. Coral pink, rose blotch...	1.90	14.00	1.70	12.00

* Denotes best varieties for forcing.

FORCING GLADIOLUS

The care of the Gladiolus after they are started is very simple. Clean culture and careful attention to watering, and caution in not trying to hurry with additional heat is about all that need be mentioned. Exact timing of gladiolus is not practical, but they have a special merit as a cash crop for planting any time between January 15th and March 30th.

Gladiolus planted in March will come into bloom in a less number of days than those planted in January. Late January planted bulbs, on an average, will require about 115 to 120 days to come into bloom. Late February plantings will require about 90 to 100 days. Often the same variety of bulbs planted January 15th to February 15th will come into bloom about the same time. The percentage of blindness is greatly increased in the early plantings. For this reason, it is unwise to plant before January 15th. The use of electric light mornings and evenings will not cost more than additional heat and will hasten flowers and help prevent blindness.

Do not rely on any one variety as it has been proven that with the Gladiolus the very one that does the best one year may prove disappointing another, so it is best to have several varieties. It is also wise to treat the bulbs before planting with corrosive sublimate. The standard formula is 1 ounce to 8 gallons of water. Wooden or earthenware containers only can be used. Bulbs should be left in solution 2 to 3 hours and dried off somewhat before planting.

A. B. C. "Supreme" Quality

GLADIOLUS

(CONTINUED)

ORANGE-YELLOW-APRICOT VARIETIES

	First Size		Second Size	
	1 1/2" and up		1 1/4" and up	
	Per 100	Per 1,000	Per 100	Per 1,000
*Apricot Glow. Tall clear apricot.....	\$1.90	\$14.00	\$1.70	\$12.00
*Gold Eagle. Early yellow.....	1.70	12.00	1.50	10.00
Golden Dream. Golden yellow.....	1.70	12.00	1.50	10.00
Kunderd's Yellow Favorite. Fine yellow	1.90	14.00	1.70	12.00
Miss Bloomington. Best yellow for cutting (Kunderd First Prize seedling).				
Good keeper	2.50	20.00	2.20	17.00
*Orange Queen. Apricot-orange.....	1.70	12.00	1.50	10.00
Pfitzer's Triumph. Large salmon-orange	2.30	18.00	2.10	16.00
*Souvenir. Pure yellow, early.....	1.50	10.00	1.30	8.00

WHITE VARIETIES

	First Size		Second Size	
	1 1/2" and up		1 1/4" and up	
	Per 100	Per 1,000	Per 100	Per 1,000
*Albatross. Fine white.....	\$2.70	\$22.00	\$2.50	\$20.00
Albania. Pure white.....	1.90	14.00	1.70	12.00
*Chicago White. Early white.....	1.70	12.00	1.50	10.00
Helen Wills. White, cream throat....	2.10	16.00	1.90	14.00
*Joerg's White. Cream white.....	2.50	20.00	2.30	18.00
Lily White. Cream white.....	1.90	14.00	1.70	12.00
*Maid of Orleans. Large white, European seedling. First Prize winner in numerous shows. Opens well. An outstanding white	3.00	25.00	2.50	20.00
Mammoth White. Pure white.....	2.50	20.00	2.20	17.00
Peace. Late white.....	1.70	12.00	1.50	10.00
*Polar Ice. Early, fine white.....	3.00	25.00	2.70	22.00
Star of Bethlehem. Large pure white, fringed cream	3.50	30.00
White Triumphant (New). Largest pure white, extra fine.....	8.00	75.00	7.00	65.00
White Butterfly (Pr.) White, cream throat	1.90	14.00	1.70	12.00

LAVENDER AND VIOLET VARIETIES

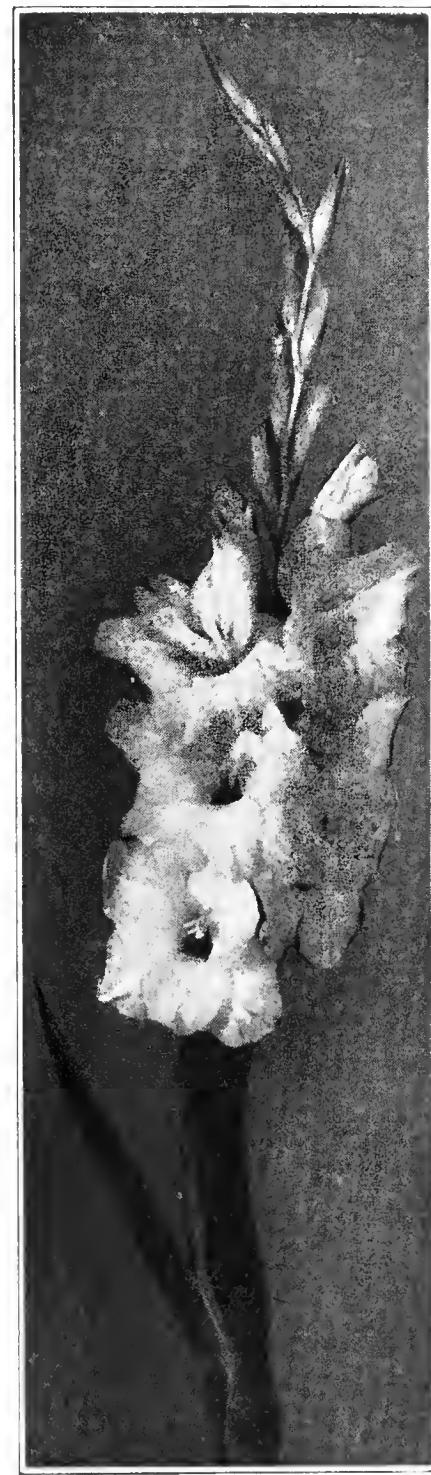
	First Size		Second Size	
	1 1/2" and up		1 1/4" and up	
	Per 100	Per 1,000	Per 100	Per 1,000
*Berty Snow. Lavender.....	\$1.90	\$14.00	\$1.70	\$12.00
Marmora. Lavender-gray, Petunia blotch	2.10	16.00	1.90	14.00
*Minuet. Delicate lavender.....	2.50	20.00	2.30	18.00
Mrs. Konynenburg. Light blue-violet..	2.30	18.00	2.00	15.00
Dr. Moody. Lavender-pink, broken blotch	2.20	17.00	2.00	15.00
Pelegrina. Dark violet.....	2.70	22.00	2.50	20.00
Ruth Huntington. Violet-lilac, deeper markings	2.00	15.00	1.80	12.00
Veilchenblau. Violet-blue	2.10	16.00	1.80	13.00

* Denotes best varieties for forcing.

KUNDERD'S FAMOUS GLADIOLUS

At Previous Unheard-of Low Prices
(See Below)

If You
Merchandise
GLADIOLUS
BULBS
to the
Public
KUNDERD'S
"GLORY"
STRAIN
(Offered Below)
Will, We
Believe,
When Blooming
Period Comes
Around,
Redound
Highly
to the
Credit
of Your
Establishment
A. B. C.



Minuet
The Outstanding Lavender
Cut Flower Gladiolus

GLADIOLUS IN MIXTURE

KUNDERD'S "GLORY" STRAIN

Especially recommended to Florists, Nurserymen and Seedsmen for "bulb merchandising" to the public, for garden show or the production of mixed cut flowers.

Contains a good selection of Kunderd varieties with a large range of color.

1st Size. 100..... \$1.70 1000..... \$12.00
2nd Size. 100..... 1.50 1000..... 10.00

If in the Market for Quantity, Mixed or Named,
Please Ask for Special Quotation

LILY HEADQUARTERS

A. B. C. SUPREME QUALITY LILIES



A House of A. B. C. Supreme Quality Lilies — Easter, 1938
Lilium Giganteum, Grown by Albert D. Jenk, Chicago, Illinois

TRUE LILIUM ERABU

Delivery September-October

Our supplier in Japan ships us only a select strain of perfected Erabu that fills our high specifications for Supreme Quality stock. This strain of Erabu is of even size and is disease-free as a result of the careful selection of planting stock and because of its cultivation in new soil. Our customers have complimented us on the incomparably high quality of our Lilium Erabu.

6 to 8 inch.....	400 bulbs per case
7 to 9 inch.....	300 bulbs per case
8 to 10 inch.....	225 bulbs per case
9 to 10 inch.....	200 bulbs per case
10 to 11 inch.....	150 bulbs per case

"NEW ORLEANS CREOLE" (Lily Longiflorum)

Southern U. S. A. Production

6 to 8 inch.....	400 bulbs per case
7 to 9 inch.....	300 bulbs per case
8 to 10 inch.....	225 bulbs per case
9 to 10 inch.....	200 bulbs per case
10 to 11 inch.....	150 bulbs per case

ALL THE ABOVE — NEW CROP FOR FALL 1939 DELIVERY

The reputation we have achieved is based on the fact that it has always been our aim to secure and supply our customers with the best bulbs the crop produces from year to year. All our growers and suppliers have assisted us to achieve this, and establish this reputation for the standards of A. B. C. Supreme Quality.

1939 Crop GIGANTEUM Northern Grown

Delivery
October, November, December

6 to 8 inch.....	400 bulbs per case
7 to 9 inch.....	300 bulbs per case
8 to 9 inch.....	250 bulbs per case
8 to 10 inch.....	225 bulbs per case
9 to 10 inch.....	200 bulbs per case
10 to 11 inch.....	150 bulbs per case

GIGANTEUM Southern Grown

Delivery
September, October, November

6 to 8 inch.....	400 bulbs per case
7 to 9 inch.....	300 bulbs per case
8 to 9 inch.....	250 bulbs per case
8 to 10 inch.....	225 bulbs per case
9 to 10 inch.....	200 bulbs per case
10 to 11 inch.....	150 bulbs per case

LILIUM ERABU HAYAI

Delivery September, 1939

Lilium Erabu Hayai is an exclusive strain developed for The American Bulb Company, consistent with the leadership of A. B. C. Supreme Quality Lily bulbs. Growers of the thousands of cases that were sold by us this past season have been well satisfied with Hayai and have recommended them most highly for their extreme earliness of bloom. Our good growers have given us their cultural methods so that we could pass this information on for the benefit of our customers this season. We recommend that you try this outstanding new strain.

6 to 8 inch.....	400 bulbs per case
7 to 9 inch.....	300 bulbs per case
8 to 10 inch.....	225 bulbs per case
9 to 10 inch.....	200 bulbs per case
10 to 11 inch.....	150 bulbs per case

LILIUM NIPPON "Improved Giganteum"

(New Crop) Fall 1939 Delivery

Quantity of this Lily is limited. Nippon forces easy; healthy; more blooms than regular Giganteum. Makes an ideal Easter plant. Try a case. You will be more than pleased. (Price on application.)

6 to 8 inch.....	400 bulbs per case
7 to 9 inch.....	300 bulbs per case
8 to 10 inch.....	225 bulbs per case
9 to 10 inch.....	200 bulbs per case

A. B. C. SUPREME QUALITY LILIES

LILIU M GIGANTEUM—NEW CROP

A. B. C. SUPREME QUALITY

For Immediate Delivery from Cold Storage

	Per 100	Per Case
6 to 8 inch—400 to case.....	\$ 6.00	\$17.00
7 to 9 inch—300 to case.....	7.00	17.00
8 to 10 inch—225 to case.....	8.50	18.00
9 to 10 inch—200 to case.....	11.00	19.00

LILIU M AURATUM (Gold Banded)

	Per 100	Per Case
7 to 9 inch—200 to case.....	\$ 7.00	\$15.00
8 to 9 inch—170 to case.....	9.00	15.00
8 to 10 inch—150 to case.....	12.00	15.00
9 to 10 inch—120 to case.....	14.00	15.00
10 to 11 inch—90 to case.....	15.00
11 to 13 inch—70 to case.....	15.00

LILIU M TIGRINUM SPLENDENS

	Per 100	Per Case
7 to 9 inch—250 to case.....	\$ 7.00	\$15.00
8 to 9 inch—200 to case.....	9.00	15.00
8 to 10 inch—170 to case.....	12.00	15.00
9 to 10 inch—150 to case.....	14.00	15.00

LILIU M HENRYI

	Per 100	Per Case
7 to 9 inch—250 to case.....	\$ 7.00	\$15.00
8 to 9 inch—200 to case.....	9.00	15.00
9 to 10 inch—150 to case.....	12.00	15.00
11 to 13 inch—80 to case.....	15.00
12 to 13 inch—70 to case.....	15.00
12 to 15 inch—65 to case.....	15.00

LILIU M RUBRUM (Magnificum)

	Per 100	Per Case
7 to 9 inch—250 to case.....	\$ 7.00	\$15.00
8 to 9 inch—200 to case.....	9.00	15.00
8 to 10 inch—170 to case.....	10.00	15.00
9 to 10 inch—150 to case.....	12.00	15.00
9 to 11 inch—130 to case.....	14.00	16.00
10 to 11 inch—120 to case.....	15.00	16.00
11 to 13 inch—90 to case.....	16.00

LILIU M ALBUM

	Per 100	Per Case
7 to 9 inch—220 to case.....	\$13.00	\$26.00
8 to 9 inch—200 to case.....	15.00	27.00
8 to 10 inch—170 to case.....	18.00	27.00

LILIU M AURATUM PLATYPHYLLUM

	Per 100	Per Case
7 to 9 inch—220 to case.....	\$11.00	\$20.00
8 to 9 inch—170 to case.....	14.00	21.00
8 to 10 inch—150 to case.....	16.00	21.00
9 to 10 inch—120 to case.....	19.00	22.00
10 to 11 inch—90 to case.....	22.00

KRAMERI (Japonicum)

One of the few pink Lilies. Usually two, and as many as five, beautiful pale pink funnel-shaped flowers appear on slender stems. Plant in open, 8 inches deep. Blooms in July. Succeeds under glass.

	Per Doz.	Per 100
5 to 7 inch—300 to case.....	\$ 1.35	\$ 9.00
6 to 8 inch—250 to case.....	1.60	12.00

LILY-OF-THE-VALLEY PIPS

Re-selected Exhibition German Pips

The reputation of A. B. C. Supreme Quality Lily-of-the-Valley is so well established in the trade that little can be added by any commendation on our part.

Beside their cut-flower worth, Lily-of-the-Valley have an added sales value in that Pips can be sold profitably for planting in various receptacles in the home. They can easily be bloomed in four weeks, in moss, sand or soil. A great deal of interest can be created by displaying about 12 growing Pips in a fancy bowl in some prominent spot in your store. The ease with which they can be grown will interest most of your customers in buying them. If merchandised properly, you will find them an extremely profitable item.

100 Pips	\$ 4.50	250 Pips	\$10.50
500 Pips	20.00	1000 Pips	38.00

Available for immediate delivery from cold storage.

LILIU M CANDIDUM (Madonna Lily)

Imported French Grown — September Delivery

Note! Lilium Candidum is nowadays primarily planted outdoors, bulbs being set soon after their arrival from France. (Cover them not more than 2 inches.) In days gone by, Lilium Candidum was largely cultured under glass, although this plan is still followed to some extent. However, they must be grown cool, never more than 55 degrees at night. Lilium Candidum and Delphinium Belladonna bloom at the same period outdoors and provide a most "happy combination."

20 to 22 centimeters.....	WRITE US FOR PRICES
22 to 24 centimeters.....	
24 to 26 centimeters.....	
26 to 28 centimeters.....	
28 to 30 centimeters.....	
30 centimeters and up (scarce).....	

LILIU M PHILIPPINENSE FORMOSANUM

A distinct Lily of refined and graceful appearance, with long, grassy foliage and exquisitely shaped long, wide-mouthed trumpet flowers of the purest white, slightly colored externally with reddish brown. This outside coloration fades as the flower matures. Blooms September. Height, 3 to 6 feet. Plant 8 inches deep.

Per dozen.....	\$1.25	Per 100.....	\$9.00
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LILIU M TENUIFOLIUM

(So-called "Miniature Lilium Rubrum")

For under-glass culture, they can be planted in a Darwin Tulip bulb pan, set 4 inches deep and 3 inches apart, since they are a stem rooting type. They come into bloom in approximately 14 weeks. Also, owing to their slender stems and fine, narrow foliage, Lilium Tenuifolium can be planted between Carnations right in the benches. Color, brilliant scarlet. Flowers outdoors in June, perfectly hardy.

Strong Blooming Bulbs. 100.....	\$7.00	1,000.....	\$60.00
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LILIU M HANSONI

A choice Korean species bearing many handsome yellow flowers with thick petals. It is very hardy and easily grown but should be planted in partial shade. Plant 6 inches deep. Height, 3 to 4 feet. Blooms in the open. Succeeds well under greenhouse culture.

	Per doz.	Per 100
7 to 9 inch—200 to case.....	\$ 1.75	\$14.00
8 to 9 inch—150 to case.....	2.25	16.00
9 to 10 inch—100 to case.....	2.85	21.00
10 to 11 inch—100 to case.....	3.00	23.00

A. B. C. LILY HEADQUARTERS

Lilies work so wonderfully well into a great variety of basket designs that we believe it will pay you to have a good planting of several varieties.

THE REGALE LILY (True Northern Grown)

The flowers are white, slightly suffused with pink, with a beautiful shade of canary-yellow at the center, blending out part way up the trumpet; the fragrance is fascinating.

	100	1000
5 to 6 inch.....	\$ 4.50	\$ 40.00
6 to 7 inch.....	5.50	50.00
7 to 8 inch.....	7.50	70.00
8 to 9 inch.....	10.00	90.00

25 bulbs at 100 rate—250 bulbs at 1000 rate

Our supply of Regale Lilies is from Bulbous Stock, not Seeds. There's a difference in your favor—namely, the type is true.

VARIOUS LILIES

	10	100
Canadense. Minutely spotted, varying from red to yellow.		
Plant 8 inches deep.....	\$1.75	\$12.00
Elegans Incomparabilis. Red.....	1.75	12.00
Elegans Semi-Pleno	1.75	12.00
Elegans Mixed	1.50	10.00
Superbum. A very beautiful American Lily, tall and vigorous, bearing many large recurving flowers. Yellow spotted maroon in center and blending to orange and crimson toward the tip of the petals. 4 to 7 feet high.		
Blooms late July. Plant 4 inches deep in partial shade.	1.50	10.00
Umbellatum Erectum. Red, flushed orange, tall and vigorous	1.80	14.00

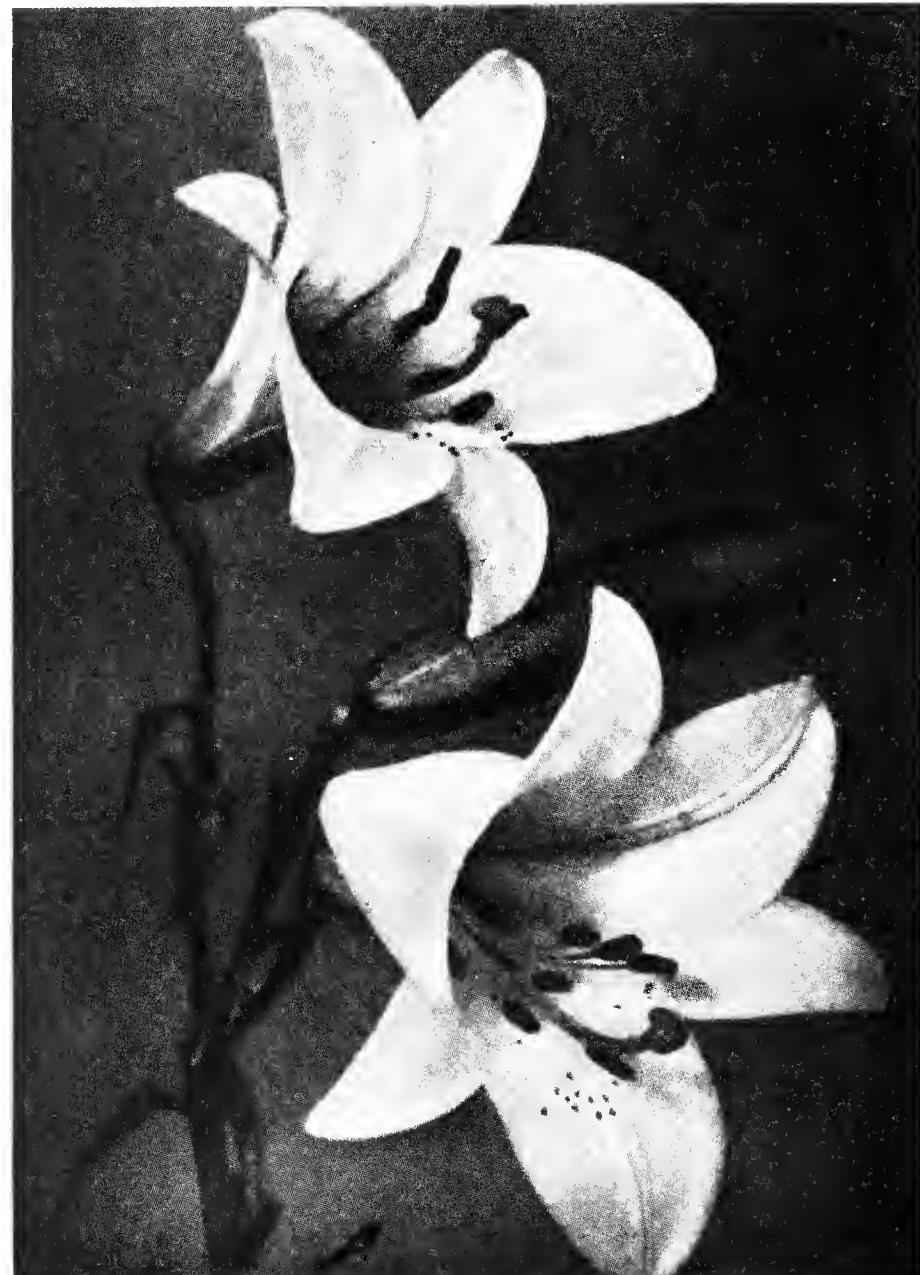
PLANTING TABLE FOR COLD STORAGE LILIUM GIGANTEUM... AND FLOWERING DATES

Planting Date	Flowering Date	Planting Date	Flowering Date
January 1st	April 15th to 25th	May 15th	August 20th
January 15th	April 25th to May 5th	June 1st	September 1st
February 1st	May 15th to 30th	June 15th	September 15th
February 15th	June 1st to 10th	July 1st	October 1st
March 1st	June 10th to 30th	July 15th	October 15th
March 15th	July 1st to 10th	August 1st	November 1st
April 1st	July 15th to 30th	September 1st	November 25th
April 15th	August 1st	September 15th	December 15th to 25th
May 1st	August 10th	October 1st	January 1st to 10th

Lilium Speciosum Rubrum "Magnificum" planted on the above named dates will take six to eight weeks longer to flower than Lilium Giganteum.

Lilium Rubrum "Magnificum" should be planted June 15th to July 1st to flower for Christmas.

The above, however, are all approximate flowering dates. If extremely warm weather exists meantime they may flower a month earlier. It largely depends on weather conditions.—A. B. C.



The Regale Lily

FEEDING LILIES

Put two bushels of fresh cow manure in a sack with a peck of soot (preferably the imported Scotch brand) added, and immerse in fifty gallons of water in a barrel. Allow this to stand a day before using. The liquid will be much too strong to use undiluted. At first, use one part liquid manure to five parts water; later, as the manure water becomes weaker, the concentration can be doubled. Varieties like Erabu, Giganteum, Candidum and Speciosum will stand heavier feeding than Auratum, Hansonii, Tenuifolium and Umbellatum. It will be necessary to give the bag of manure good pokings with a stick from time to time properly to exude the juicy liquid. All varieties of Lilies which are being pot grown for cut-flower purposes are much improved by waterings with liquid manure as soon as the pots are filled with roots.

COSMOS "IMPROVED SENSATION"

The Sensation type of Cosmos is today the favorite for cut-flower use, because of their immense size flowers, being over 4 to 5 inches in diameter and borne on strong stems 3 to 4 feet in length. The broad heavy fluted flower petals which slightly overlap give a very full single flower. Flowers are produced from 8 to 10 weeks after seed is sown. By disbudding, even large flowers can be produced, and some prefer to do this, though the flowers ordinarily are large enough for most any use. Since the introduction of "Sensation" a few years ago by A. B. C., this exceptionally early strain is recognized as the trade's outstanding Cosmos for cutting and garden decoration.

Pinkie. Beautiful pink (illustrated here).

Purity. Pure white.

Crimson Beauty. Choice crimson.

The Mixture.

Prices on all of above—Tr. Pkt. 25c 1/4 oz. 45c Oz. \$1.50



Cosmos "Improved Sensation"

CHRYSANTHEMUM CORONARIUM "GOLDEN CROWN"

Award of Merit, Royal Horticultural Society, 1937

"Golden Crown" has the robust constitution of the Coronarium varieties, making vigorous, well-branched plants, 3 to 4 feet in height. The double flowers are produced so freely that one plant will carry as many as 50 to 60 blossoms. The petals are quilled, and this quilling has a beautiful effect. The foliage is an attractive silvery green, contrasting admirably with the bright butter yellow flowers.

Tr. Pkt. 35c

BEGONIA MULTIFLORA FL. PL. "MRS. HELEN HARMS"

"Mrs. Helen Harms," the richly flowered, sunproof, yellow bedding plant, takes a prominent place among the double multiflora Begonias.

In the past it has only been possible to propagate this delightful Begonia by means of cuttings, and consequently the tubers were very expensive. It was the aim of every Begonia grower to produce this valuable variety from seed.

Today we are in the position to offer seeds from "Helen Harms" which produce 90 to 95 percent double flowering plants. The flowers, about 1 1/2 inches in diameter, are the same true deep canary yellow as those grown from cuttings; the foliage has likewise remained small, narrow and oblong. Tr. Pkt. \$1.00

Early orders for this new Begonia are advisable, as the supply of seed is comparatively limited.—A. B. C.



Begonia "Mrs. Helen Harms"

ZINNIA DAHLIA-FLOWERED "WILL ROGERS"

(Bodger's Description)

Devoted admirers of the late great humorist, Will Rogers, we have dedicated this flower to pay tribute to his memory. What more fitting and appropriate tribute could we pay him than to christen one of our loveliest flowers with his name and let it carry on his great work of bringing joy and happiness to millions. The new Zinnia "Will Rogers", which we offer herewith, is an outstanding and strikingly beautiful variety worthy of his name.

The color is one of those vibrant and enlivening shades which calls vividly to mind the warmth of affection and esteem in which he is still held by all Americans—glowing intense scarlet, boldly splashed over a bloom of immense size. It is a flower which attracts and arrests attention anywhere—tall, free blooming and robust, the plants bloom profusely throughout the summer months. Amateur and professional growers alike will be delighted with the memorial Zinnia "Will Rogers."

Tr. Pkt. 30c 1/4 Oz. 40c Oz. \$1.50

Watch for the BLUE BOOK!

The most complete catalog of supplies for Florists, Seedsmen, Nurserymen, Landscape Gardeners, Tree Surgeons, Greenhouses, etc. You'll receive it the end of February. AMERICAN FLORIST SUPPLY COMPANY, your logical source for SUPPLIES.

Strong Northern Texas Grown—True to Name Large Flowering Cannas

DORMANT ROOTS, 3 to 5 Eyes

Ambassador. Brilliant red, bronze foliage; 4 feet.

A distinguished looking Canna. Flowers vivid cherry-red; has luxurious tropical foliage prettily bronzed and makes a splendid color contrast with its brilliant blossoms.

City of Portland. Deep pink. Green foliage. 3½ feet. Extra good flower. Does not fade.

Hungaria. 3½ feet. La France pink.

King Midas. Clear yellow, green foliage. The finest and largest yellow Canna in existence.

Mrs. Alfred Conard. One of the very best Cannas in commerce today. Large, exquisitely shaded salmon-pink flowers are produced in great abundance on robust, upright stalks. We consider this as superior to all pink flowered Cannas. 4 feet.

King Humbert. This remarkable Gold Medal Canna has been the sensation of the past ten years and is the greatest favorite today. Handsome, broad, tropical foliage. Scarlet flowers; bronze leaves. 4 feet.

Yellow King Humbert. 4 feet. An orchid-flowering sport of the well-known King Humbert. Flower a deep, rich yellow, softly spotted and blotched with bright red. Some plants occasionally give a scarlet or scarlet striped flower, which we consider an improvement rather than a detriment. Green foliage.

The President. 4 feet. This immense new flaming scarlet has come into wider use more quickly than any other Canna. The President leads the red varieties in the quality and also the quantity of its bloom. The foliage is rich green and burn-proof in the hottest weather.

All the following varieties offered at the special low price
of: 100.....\$4.00 1000.....\$32.00



Canna, The President

The Last Word in Red-Flowered, Green Foliage, Large-Flowering Cannas.

FANCY LEAVED CALADIUMS True Brazilian Type

There are no finer colored foliage plants for summer use, splendid for the conservatory and equally good for porch boxes outdoors in shaded places. The stock offered is grown for us by the leading specialist in this line and represents only the choicest highly colored varieties.

Separate Named Varieties. 100.....\$13.50 1,000.....\$125.00
Named Varieties, Mixed. 100.....11.00 1,000.....100.00



Large-Flowering Gloxinia

FANCY CALADIUMS

"NEW FRILLED LEAVED"

Bright Colors
A Very Desirable Addition to This Worthy Family
Per 100, \$15.00

CALADIUM ESCULENTUM ELEPHANT'S EAR

Much used for bordering Canna beds or sub-tropical plantings. Plants of these always find a ready sale.

100	1,000
5 to 7 inch circumference.....	\$3.00 \$25.00
7 to 9 inch circumference.....	5.00 45.00
9 to 11 inch circumference.....	7.00 65.00

GLOXINIAS

Exceptional for pot plants. Large blooming bulbs. Separate colors.

1 to 1½ inch.....	Per 100 \$10.00
1½ to 2 inch.....	15.00
2 inch and up (scarce).....	17.50

NERINE SARNIENSIS

"Guernsey Lily". Red flowered. Provides a desirable pot plant.
Large Bulbs, Per 100.....\$8.00 Medium Size Bulbs, Per 100.....\$6.00

TUBEROSES

Our strain of "Pearl" is the true, large-flowered type, far superior to the old variety. Bulbs are clean and properly graded in sizes offered.

Double Pearl. 3 to 4 inches. 100.....\$2.00	1,000.....\$15.00
Double Pearl. 4 to 6 inches, extra large. 100.....\$3.00	1,000.....\$25.00
Double Pearl. 6 to 8 inches (scarce). 100.....\$5.00	1,000.....\$45.00

Desirable Plant Stock for The Florist-Grower

The following are products of specialist growers who have served the trade faithfully for many years and with utmost satisfaction. They supply quality stock, packed to insure safe arrival.

	Size of Pot	Per 100	Per 1000
Abutilon			
<i>Solly de Bon</i>	2 1/4"	\$6.00	
<i>Thompsoni</i>	2 1/4"	6.00	
<i>Agathia Coelestis, Blue Daisy</i>	2 1/4"	6.00	
AGERATUM			
<i>Improved New Riverside, Dwarf</i>	2 1/4"	4.00	\$35.00
	Strong R. C.	1.75	15.00
<i>Purple Beauty, Dwarf</i>	2 1/4"	4.00	35.00
	Strong R. C.	1.75	15.00
<i>Cardinal Mundelein, Dwarf</i>	2 1/4"	4.00	35.00
	Strong R. C.	1.50	12.00
<i>Stulb's Improved</i>	2 1/4"	5.50	50.00
	Strong R. C.	2.25	20.00
<i>Begonia, Rex</i>	2 1/2"	10.00	
<i>Begonia, Corraline Lucerne</i>	2 1/2"	8.00	
<i>Begonia, Westport Beauty</i>	2 1/2"	12.50	
Same in	5"	20.00	
<i>Beloperone Guttata</i>	2 1/4"	6.00	
Same in	5"	40.00	
<i>Bouvardia Humboldti White</i>	2 1/4"	10.00	
<i>Bouvardia Light Pink</i>	2 1/4"	12.50	
<i>Bouvardia Dark Pink</i>	2 1/4"	12.50	
<i>Bouvardia "Joy" White</i>	2 1/4"	12.50	
<i>Bougainvillea, Crimson Lake</i>	2 1/2"	10.00	
Same in	5"	50.00	
<i>Browallia Speciosa Major</i>	2 1/4"	5.50	50.00
<i>Crassula Arborescens</i>	2 1/4"	6.00	55.00
<i>Chinese Evergreen (Select Grade)</i>	2 1/2"	15.00	
(Standard Grade)	2 1/4"	12.00	
<i>Croton's, Assorted Varieties</i>	2 1/2"	12.00	
Same in	3"	20.00	
Same in	4"	35.00	
(Note: All Croton's well colored.)			
<i>Dracaena Godseffiana</i>	2 1/2"	20.00	
<i>Dracaena Sanderiana</i>	2 1/2"	20.00	
<i>Dieffenbachia, Braziliensis</i>	3"	25.00	
Same in	4"	50.00	
Same in	5"	75.00	
Ferns			
<i>Dwarf Boston</i>	3"	15.00	
<i>Teddy, Jr.</i>	3"	15.00	
<i>Whitmani Compacta</i>	3"	15.00	
<i>Gardenia Veitchi</i>	3"	20.00	

LANTANAS

NEW VARIETIES

<i>Golden King</i> . An improved Golden Queen. 2 1/4" pots, per 100.....	\$6.50	Per 1000.....	\$60.00
<i>Dwarf Buckeye</i> . Color of a buckeye shading to yellow. 2 1/4" pots, per 100.....	\$6.50	Per 1000.....	\$60.00

STANDARD VARIETIES

<i>Aurora</i> . Pink and yellow.	<i>Jacob Schultz</i> . The best red.
<i>Alba Perfecta</i> . Pure white.	<i>La Pleur d'Or</i> . Golden yellow.
<i>Caprice</i> . Pink.	<i>Michael Schmidt</i> . Red orange and yellow.
<i>Craigie</i> . Dwarf red.	<i>Radiation</i> . Brilliant red, center orange yellow.
<i>Comte de Biencourt</i> .	<i>Sensation</i> . Yellow to pink. A trifle taller than Dwarf Beauty.
<i>Dwarf Beauty</i> . Yellow to pink.	<i>Southern</i> . Yellow and pink.
<i>Delicatissima</i> . Orange, shading buff.	<i>Tethy's</i> . Lemon yellow.
<i>Dwarf Bronze</i> .	<i>Weeping</i> .
<i>Golden Plume</i> . Gold to reddish bronze.	
<i>Golden Queen</i> . A shade lighter than "La Pleur d'Or".	

Price of all the above varieties: 2 1/4-inch. Per 100... \$5.50 Per 1,000... \$50.00
(25 Plants at 100 Rate; 250 Plants at 1000 Rate)

STRONG ROOTED CUTTINGS

<i>Radiation</i> . Orange red dwarf. Per 100.....	\$2.25	Per 1000.....	\$20.00
<i>Caprice</i> . Pink dwarf. Per 100.....	\$2.25	Per 1000.....	\$20.00



Verbena (Hybrid) Beauty of Oxford Type
(An exceptional Verbena. When produced from cuttings, large flowered).

VERBENAS

Verbenas from rooted cutting are much superior to seedlings, likewise producing larger flowers as a rule.

	100	1000
STRONG ROOTED CUTTINGS		
<i>Schlosser's Rose</i> . (Our new sensation).....	\$2.00	\$18.00
<i>Schlosser's Pride</i> . Dark red.....	2.00	18.00
<i>Schlosser's Orchid</i>	2.00	18.00
<i>True Beauty of Oxfords</i> . Cerise	2.00	18.00
<i>True Beauty of Oxfords</i> . Pink	2.00	18.00
<i>True Beauty of Oxfords</i> . Scarlet	2.00	18.00
<i>True Beauty of Oxfords</i> . Lavender	2.00	18.00
<i>True Mayflower</i> . Light pink	2.00	18.00
<i>Improved Helen Willmott</i> . Salmon.....	2.00	18.00
<i>Scarlet King</i> . Bright red.....	2.00	18.00
<i>Royal Purple</i>	2.00	18.00
<i>Pure White</i>	2.00	18.00
<i>Strong</i> . 2 1/4" on all the above varieties.....	4.50	40.00
Size of Pot		
<i>Nephthytus</i>	2 1/4"	\$8.00
<i>Peperomia Obtusifolia</i>	2 1/4"	7.00
<i>Peperomia Obtusifolia Variegated (New)</i>	2 1/2"	15.00
<i>Peperomia Sandersii (Watermelon Begonia)</i> ...	2 1/2"	10.00
<i>Philodendron Cordatum</i> ... (per 1000....	\$75.00	8.00
Same in	2 1/2"	10.00
Three plants in	4"	35.00
<i>Pothos Aurea (Variegated Philodendron)</i>	2 1/4"	8.00
<i>Santolina</i> . Fine for borders.....	2 1/4"	5.00
<i>Sanseveria Zeylanica</i> . Rosette type.....	2 1/4"	5.00
<i>Sanseveria Laurentii</i>	2 1/2"	15.00
Same in	3"	20.00
Same in	4"	30.00
Same in	5"	60.00
<i>Sedum Sieboldi</i>	2 1/2"	8.00
<i>Succulents</i> . Select varieties	2 1/4"	10.00
<i>Succulents</i> . Standard grade assorted.....	2 1/4"	6.00
<i>Vinca Rosea (Periwinkle)</i>	2 1/4"	5.00
<i>Vinca Rosea Albo</i>	2 1/4"	5.00
<i>Vinca Delicata</i>	2 1/4"	5.00

NOTE: 25 of a variety of any of the above at 100 rate. Not less than 250 in total (25 of a kind) at the 1000 rate.

Desirable Plant Stock for The Florist-Grower

TABLE FERNS (SEEDLINGS) IN FLATS

(FOR JUNE DELIVERY)

These flats contain about 200 plants each, only one variety being in a flat, and we cannot supply less than a full flat of any one sort.

Adiantum Cuneatum
Aspidium Tsussimense
Cyrtomium Rochfordianum Compactum
Pteris Adiantoides
Pteris Alexandrae
Pteris Argyraea
Pteris Magnifica
Pteris Cretica Albo Lineata
Pteris Mayi

Pteris Rivertoniana
Pteris Serrulata
Pteris Serrulata Cristata
Pteris Tremula
Pteris Victoriae
Pteris Wilsoni
Pteris Wimsetti
Pteris Wimsetti Multiceps

Any of the above varieties at \$3.50 per flat. 10 flats or more at \$3.25 per flat. We cannot supply less than a full flat of a variety.

SELECTED ROSE PLANTS GRAFTED AND BUDED STOCK

Should you require for replanting some of the newer varieties of roses, we can offer these from the best growers at market price in varieties that are available this year:

Better Times
Queen Mary
Peerless

Signet
Lestra Hubbard
Happy Days, Etc.

Write us for your requirements and let us quote you.

New Peperomia "Silver Leaf"

Everything the name implies, a true variegated silver leaf Peperomia. Brilliant in color, it makes an excellent pot plant in all sizes and lends itself particularly well for terrariums, fancy pottery and dish gardens. "Silver Leaf" is entirely different from anything else offered in the market.

2" pots. Per 100.....\$20.00 250 or over, per 100.....\$17.50
Strong rooted cuttings. Per 100....\$12.00 Per 1,000....\$110.00

New Ivy "Merion Beauty"

A marked improvement over other types of self-branching ivy. The leaves are smaller, a much better branching habit, making runners at every joint. An extremely artistic plant, a rapid grower and propagator, it lends itself to any kind of work, such as for bowls, and miniature gardens.

2" pots. Per 100.....\$10.00 Per 1,000.....\$90.00
Strong Rooted Cuttings. Per 100....\$7.50 Per 1,000....\$70.00

THE BOOK OF BOOKS for the FLORIST-GROWER

FRITZ BAHR'S

"COMMERCIAL FLORICULTURE"

FOURTH EDITION — 646 PAGES — 308 ILLUSTRATIONS

\$5.50 per copy . . . and worth its weight in gold.

HARDY PRIMROSES

Developed and Properly Cured for Forcing

(Will Make Ideal Pot Plants)

	Per 10	Per 100
Cashmeriana. Pleasing blue.....	\$1.50	\$10.00
Cortusoides. Deep rose.....	2.00	15.00
Japonica. Crimson, rose, white shades.....	1.50	10.00
Polyanthus Giant Blue.....	2.00	15.00
Polyanthus Giant Crimson.....	2.00	15.00
Polyanthus Giant White.....	1.50	10.00
Polyanthus Giant Yellow.....	1.50	10.00
Polyanthus Giant Hybrids.....	2.00	15.00

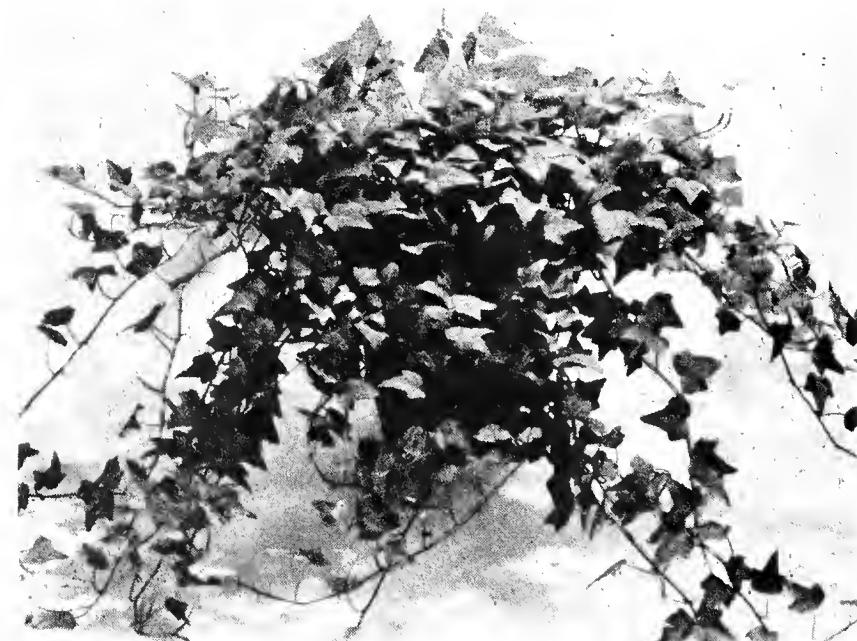
Cultural Directions—These Primulas will be shipped the first part of January. They should be immediately potted in 4-inch pots and placed in a cold house 34 to 40 degrees and kept moist. The first of February they should be transferred to warmer temperature, 45 to 50 degrees. The soil should never be allowed to dry out; instead, it should be kept moist continuously. These Hardy Primroses will flower to perfection from the 15th of February on and will sell themselves.

PELARGONIUM

"Azalea." Rosy red. Two upper petals darker with blotches and lighter colored lower petals. Free bloomer and very large flowers and clusters. Strong grower. A great favorite with the trade. 2-inch. Per 100.....\$10.00
(If interested in other varieties of Pelargoniums, please write for our special list).

VINCA VARIEGATA

	Per 100	Per 1000
Vines. Strong, 2½-inch plants.....	\$5.00	\$45.00
Strong Rooted Cuttings.....	1.50	12.50



Hahn's New Branching Ivy

HAHN'S NEW BRANCHING IVY

This small-leaved English Ivy has become "A one best seller" with the plant trade throughout the country. Many repeat orders for same during the past year suggest that "Hahn's New Branching Ivy" has become a great favorite with the public—a sample shipment will convince you of its value. Easily propagated.

2½-inch. 100.....	\$10.00	1,000	\$90.00
3-inch. 100.....	25.00		
4-inch. 100.....	35.00		
5-inch. 100.....	50.00		

F. O. B. Shipment
Pennsylvania

PEONIES

The increasing retail demand for Peonies justifies your planting liberally of these high quality young roots. Peony sales were one of the bright spots in the market the past season. Strong 3 to 5 Eye Roots.

ALEXANDER DUMAS. A brilliant pink, interspersed with salmon, white and chamois. Early, very profuse bloomer, and very rigid plant. One of the greatest bloomers of all. 10.....\$2.00 100.....\$16.00

AVALANCHE. A magnificent flower which opens like a rose. Pure white with a few pencilings of carmine on the edge of center petals. Fragrant; crown type; late midseason. An old variety, but one that will stand comparison with anything there is. 10.....\$2.00 100.....\$16.00

BARONESS SCHROEDER. Rose type; late. White with shading of flesh. This is one of the finest Peonies. Its immense flowers of great substance with high chalice-shaped center are freely produced, lasting a long time. Very fragrant. 10.....\$2.00 100.....\$18.00

CHARLES MCKELLIPP. Crown type; midseason. Opens rose-shaped and develops into crown type. The irregular rich crimson petals of the center are mingled with gold stamens and surrounded by rows of broad, silky guard petals. It has a charm peculiarly its own. 10.....\$2.00 100.....\$18.00

FELIX CROUSSE. Large, typical bomb-type flower of clear, brilliant red, coming in late midseason. The guard petals are prominent, surrounding a large, globular center of even coloring. It is a strong, vigorous plant of spreading habit. 10.....\$2.00 100.....\$15.00

KARL ROSENFIELD. A better Peony and a better quality of red than any of the older red sorts; pure, rich, intense crimson of half-rose type. It makes and remains a splendid full rounded flower of excellent substance; equally valuable as cut-flowers or garden show. 10.....\$2.00 100.....\$15.00

KELWAY'S QUEEN. Fragrant flesh pink. Midseason. If you have this variety in your planting, you have what is considered the flower of the aristocrat. 10.....\$7.00 100.....\$65.00

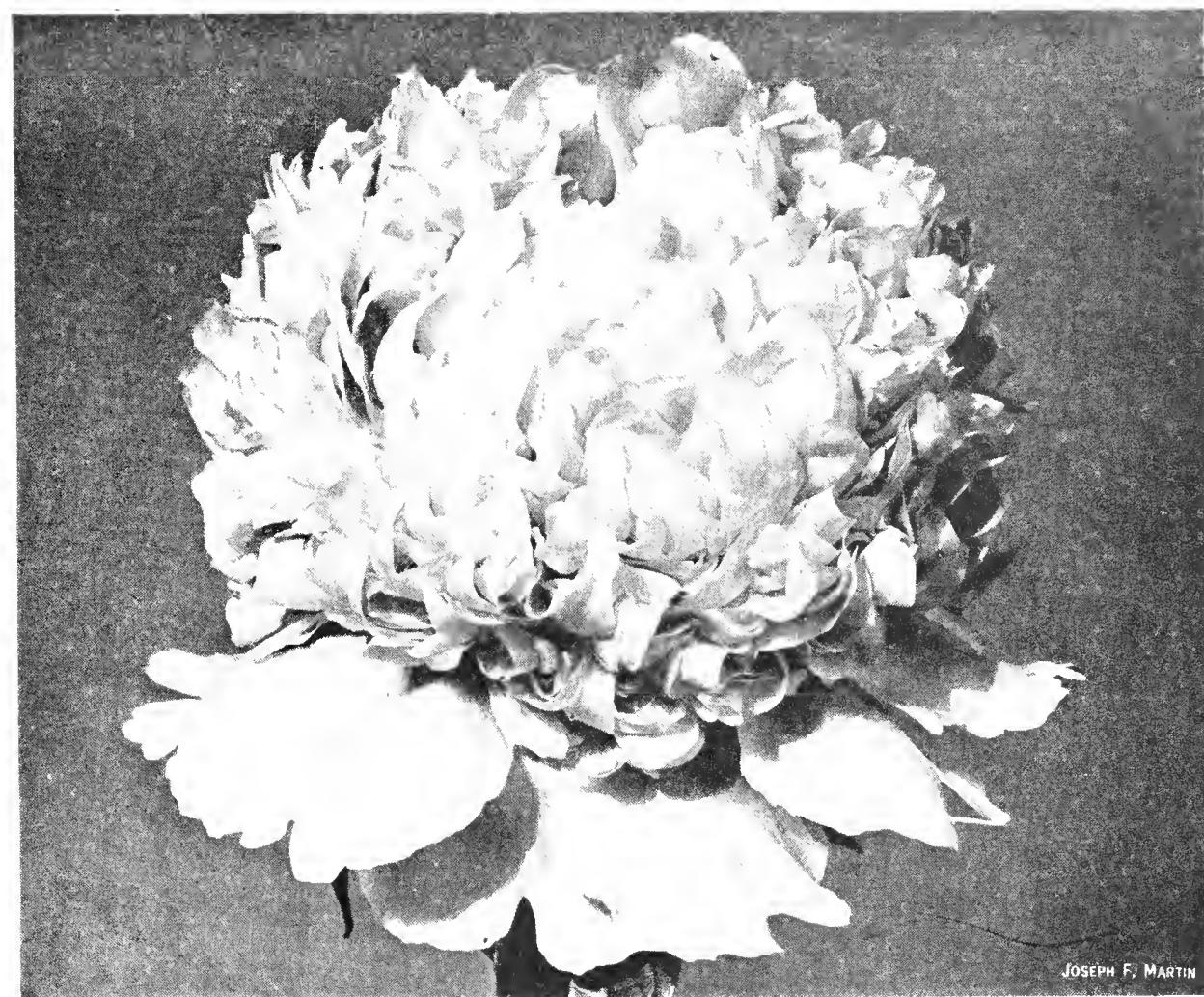
LA PERLE. Very large flowers, compact rose type. Outer petals are delicate lilac-white inclosing a globular center of soft, violet-rose wide petals. 10.....\$2.00 100.....\$16.00

MARIE JACQUIN. The water-lily Peony. Semi-double, cup-shaped white flowers, borne in great profusion. Beautiful landscape variety. Midseason. 10.....\$2.00 100.....\$16.00

MIKADO (Japanese). A rich red with long rounded petals of brilliant red surrounding a great dome of golden staminodes. Exceedingly brilliant. 10.....\$4.00 100.....\$35.00

MME. JULES DESSERT. Large, flat semi-rose type. Flowers are delicate flesh pink, shading to straw white. 10.....\$2.50 100.....\$20.00

MONS JULES ELIE. Bomb type; early midseason. King of all Peonies. Color an ideal glossy lilac-pink, shading to a deeper rose at the base, the entire flower overlaid with a sheen of silver. Ideal for cut-flowers. 10.....\$2.00 100.....\$16.00



Peonies in the better varieties

OFFICINALIS RUBRA FL. PL. Rich deep crimson; the great Decoration Day Peony. 10.....\$3.00 100.....\$25.00

PRINCESS BEATRICE. Large, compact high crown. Guards and crown light violet-rose, collar cream-white, center flecked crimson. Fragrant. Strong, vigorous grower, medium height, very free bloomer. Early mid-season. Extra good tri-color. 10.....\$2.00 100.....\$16.00

REINE HORTENSE. Semi-rose type flower is uniform hydrangea-pink; guards and center petals marked carmine. 10.....\$2.50 100.....\$20.00

SARAH BERNHARDT. Semi-rose type. Midseason. Apple blossom pink, with each petal silver-tipped. 10.....\$3.00 100.....\$25.00

SOUV. DE CHAS. GOMBAULT. One of the most outstanding varieties. It is tri-color, flowers are built up crown shaped. It is much admired for its beauty; at the same time it is different than the general list of the clear colors. Fine lasting qualities. We like it very much. 10.....\$2.00 100.....\$18.00

PEONIES UNDER COLOR

(Selected from Choice Named Sorts)

Recommended for "over the counter" store sales to the garden planting public. Not to be compared to divisions from old "worn out" plants as the quality is "tip-top" in every way. You can recommend the same to your best friends.

Red Shades — Pink Shades — White Shades — Strong 3 to 5 Eye Roots. Per 10.....\$1.50 Per 100.....\$10.00

FORCING SPIRAEA (Astilbe Clumps)

The old-time favorite pot plant for Easter and Mother's Day blooming. Pink and white varieties in best named sorts. Strong clumps. Write us for prices.

NOTE! It is important that roots be frozen before potting. Grow 90 days for Easter flowering; grow 75 days for Mother's Day flowering.

POLYANTHA, or "Baby Roses"

For Easter and Mother's Day forcing. Red and pink varieties. Best forcing kinds.

XXX FORCING GRADE } In best named varieties, as Triomphe
XX FORCING GRADE } Orleans, Etc.
 (Prices on Application)

CLIMBING ROSES

XXX Forcing Grade

Eugene Jacquet. Large clusters of bright red double flowers.
Marie Gouchault. Brilliant light red and salmon-pink, etc.

(Prices on Application)

MANNETI

For grafting. American and English production. Prime quality. We are headquarters for this item and will quote on application.

Ismene Calathina (Peruvian Daffodil)

Like the Amaryllis, only a pure white flower, very fragrant. Good for pots or for growing in the open during summer. Large bulbs, per 100.....\$10.00



French and German Hydrangeas

Regula. Large white.

Wesphalen. Carmine, excellent grower.

Sonnengruss. Rose, beautiful flowers.

Rooted Cuttings, per 100.....\$50.00 2" Pots, per 100.....\$65.00

Altoona, Europa, Hamburg, Kunert, Sch. Perle, Merveille, Rosabelle.

Rooted Cuttings, per 100.....\$10.00

2" Pots, per 100.....\$15.00 3" Pots, per 100.....\$20.00

Ami Pasquier, Hollandia, L. Savage, M. Liebling, Wilkommen.

Rooted Cuttings, per 100.....\$8.00

2" Pots, per 100.....\$12.00 3" Pots, per 100.....\$18.00

Chautard, Hill, E. Moulliere, Lorelei, Otaksa, Rheingold, Splendens, Trophee, Gert. Glahn, Goliath, Helge, M. Foch, Neidersachsen, Parsifal, Deutschland, M. Baardse, Steinmetz.

Rooted Cuttings, per 100.....\$5.00

2" Pots, per 100.....\$12.00 3" Pots, per 100.....\$12.00

BEST FRENCH AND GERMAN VARIETIES, PRODUCED BY A SPECIALIST

DELIVERY, FALL 1939

Winners of Prizes at Numerous National Flower Shows

"QUALITY FIRST"

Sizes and Prices:	100
4-inch, 2 or more flowering shoots.....	\$ 25.00
5-inch, 3 to 5 flowering shoots.....	35.00
6-inch, 5 to 8 flowering shoots.....	50.00
7-inch, 8 or more flowering shoots.....	75.00
8-inch, 10 or more flowering shoots.....	125.00

HYDRANGEAS

Our supply of these is from a source that has proven dependable over the years, and one that has our highest recommendation.

**The 1939 Introduction
New Hydrangea "HELEN MERRITT"**
(Plant Patent No. 276)

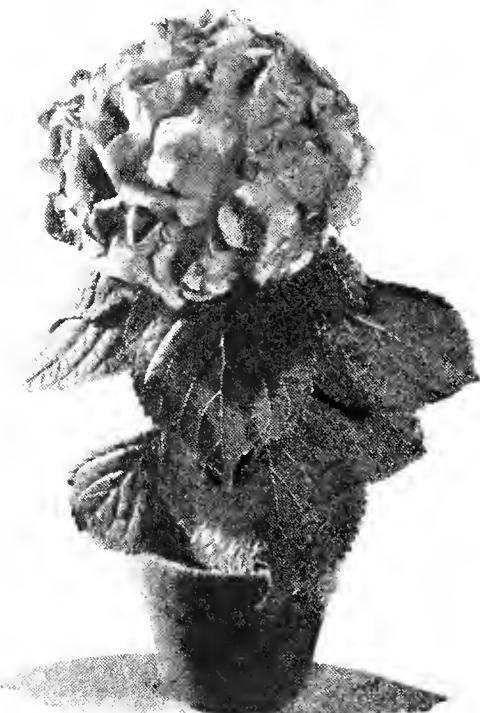
Seedling Cross: La Marne x M. Foch.

COLOR: Natural Deep Rose treated Hortense Violet.

Patent Restrictions: Purchaser permitted unrestricted rooting for his own consumption and sale in bloom. Not granted, privilege to root for sale to others, for growing on or forcing.

Strong Rooted Cuttings, per 100.....\$25.00

2" Pots, per 100.. \$30.00 3" Pots, per 100.. \$35.00



Helen Merritt — March 10, 1938

NEW HYDRANGEA "STRAFFORD"

Strafford is a deep, clear, glowing pink with strong stems and very dark green foliage. A very hardy variety and an excellent keeper.

100	1,000
Rooted Cuttings	\$ 25.00
2 1/4" Plants	30.00

Hardy Perennial Plants for The Florist

NURSERYMAN AND SEEDSMAN

Quality Supreme

For many years we have maintained our connections with one of the largest perennial growers, who specializes in growing superior quality plants. During these years we kept close watch of the types that are best suited for the florists, either for planting outdoors for summer cut-flower purposes or the proper plants established and cured for forcing purposes.

ANEMONE JAPONICA (Japanese Windflower)

	10	100
Alice. Rose-pink, lilac center (2" pots).....	\$1.50	\$10.00
Alba. White, yellow center (2" pots).....	1.50	10.00
Queen Charlotte. LaFrance pink (2" pots).....	1.50	10.00
Rubra. Rose (2" pots).....	1.50	10.00
September Charm. Silvery rose (2" pots).....	1.50	10.00

ASTER FRIKARTI (Wonder of Staffa)

Lavender-blue flowers from 2 to 2½ inches across, produced from June 1st until the middle of November. Does exceedingly well in light shade and comes to perfection in full sun. A constant, rich display of flowers is kept up the entire summer. Flowers are excellent for cutting. For spring, well established 2" pots. Per 10 \$2.00 Per 100 \$15.00

ASTER STAR OF WARTBURG

Beautiful lilac-blue flowers with orange center. Will force in 8 weeks. Per 10 \$1.50 Per 100 \$10.00

BUDDLEIA HARTWEGI

Buddleia vies with Delphinium for first place in the hardy cut-flower perennial family. While Buddleias have always held a prominent position in the category of hardy plants, it is only since the introduction of the newer kinds of same that this valuable family has "come into its own." The two latest introductions now outshine all previous and should be cultured freely.

Buddleia Hartwegi (1937 Introduction) as a summer cut-flower plant and as an ornamental lawn shrub is very worthwhile. The large, bright lavender panicles have remarkable substance and harmonize in arrangement with other summer flowers. The flowers do not "sunburn," and the tip flowers on the panicle open before the basal flowers have faded. The individual flowers are closely spaced on the panicles, imparting a compact and pleasing appearance. The foliage is very heavy and is rich dark green.

Strong Established 2-inch Pot Plants. Per 10 \$2.75 Per 100 \$12.00
Strong 2-Year Field Grown Plants. Per 10 \$2.50 Per 100 \$20.00

Dreer's New Pink Butterfly Bush "CHARMING"

The flowers in open sunshine are as near a pink as the Paul Neyron Rose, and they come into bloom making a solid round head, opening full length. In every way, "Charming" is a very striking Buddleia.

Under electric lights it is distinctly beautiful when used with other flowers. Due to its clear pink color, in basket work or the larger types of floral designs it can be used as the main flower and most any other small flowers can be used for trimming. It blends beautifully with practically everything. We suggest the pinching off in July of the first flower spikes showing, to aid the development of side shoots, which will bring better flowers later in the season. (This also applies to Hartwegi.)

3-inch Pot Plants. Per 10 \$3.50 Per 100 \$30.00
2-inch Pot Plants (for lining out). Per 10 \$2.25 Per 100 \$18.00

BUDDLEIA "SUPERBA"

Fine, exceptionally large graceful flower spikes of good form, often 14 to 18 inches in length, color light violet with a rose tint. We highly recommend this variety for the large floral pieces. Its color blends beautifully with other flowers. Field Grown. Per 10 \$2.00 Per 100 \$15.00
2-inch Pots. Per 10 \$1.50 Per 100 \$10.00



Delphinium "Blackmore and Langdon Hybrid"
Forced in a 9-inch Pot

DAISY "Double White Swan"

Pure white double flowers on strong wiry stems 24 to 30 inches in length, in bloom for Memorial Day. It is unquestionably the best double cut flower variety for florists cut flower purposes in existence today. For best results outdoors we recommend early spring planting. In addition to the outdoor cut flower value, this plant is also excellent for forcing. Within the last three years there were large quantities of this variety forced in various sections of the country and we have received wonderful reports. The good strong field grown clumps produce quantities of very desirable double white Pyrethrum-like flowers of good size, which find a very lively demand. Forcing time required, 8 weeks.

For forcing, strong selected field grown clumps: Per 10 \$1.75 Per 100 \$12.00

DELPHINIUM

For forcing we supply specially treated Delphinium Belladonna and Bellamosum.

Delphinium Belladonna. The most continuous blooming of all, never being out of bloom from June 1st until cut down by hard frost. The clear turquoise blue of its flowers is not equalled for delicacy and beauty by any other flowers. Two-year Field Grown, especially selected for forcing. Per 10 \$1.50 Per 100 \$10.00. One-year Field Grown, especially selected for forcing. Per 10 \$1.00 Per 100 \$7.00. One-year Field Grown, suitable for outdoor planting for cut-flower purposes. Per 10 \$1.00 Per 100 \$7.00

HARDY PERENNIAL PLANTS (Continued)

DELPHINIUM (Continued)

Delphinium Bellamsum. This is a dark blue form of the popular light blue Belladonna, with which it is identical in habit and growth, freedom of bloom, but with intensely rich, deep blue flowers.

Two-year Field Grown, especially selected for forcing:

Per 10.....\$1.50 Per 100.....\$10.00

One-year Field Grown, especially selected for forcing:

Per 10.....\$1.00 Per 100.....\$7.00

One-year Field Grown, suitable for outdoor planting for cut-flower purposes:

Per 10.....\$1.00 Per 100.....\$7.00

Delphinium Blackmore and Langdon Hybrids. It is still considered the leading strain of Hybrids by critical growers. Provides a range of colors well divided in the pale shades of Indigo with a strong run of the most delicate shades of rose, double and single.

2-year Field Grown, especially selected for forcing:

Per 10.....\$2.00 Per 100.....\$15.00

1-year Field Grown, especially selected for forcing:

Per 10.....\$1.50 Per 100.....\$10.00

1-year Field Grown, suitable for outdoor planting for cut-flower purposes:

Per 10.....\$1.50 Per 100.....\$10.00

DICENTRA (Bleeding Heart)

Spectabilis. With maiden hair fern-like foliage and with graceful stems hanging full of little heart-shaped flowers. *Dicentra Spectabilis* provides a most desirable pot plant for St. Valentine's Day and Easter sales. About 60 days are required to bring them into bloom. Start at 45 degrees and advance to 55 degrees.

Large Forcing Roots:

Per 10.....\$3.00 Per 100.....\$25.00

Medium Forcing Roots:

Per 10.....\$2.50 Per 100.....\$20.00
(25 at 100 rate)

FUNKIA

Undula Variegata. Potted about February they will in a few weeks provide most attractive pot plants. The handsome white and green foliage makes this Funkia ideal for use in combination pots and boxes for Easter, etc.

Per 10... \$1.50 Per 100.....\$10.00

GAILLARDIA

Golden Goddess. Being offered for the first time this year. Here is a real ever-blooming Gaillardia every florist should have. Grows to a height of about 24 inches, making good bushy plants. Practically all its branches grow full length on which beautiful golden yellow flowers are produced. Spring planted plants will come into full flower the first part of June and if the flowers are cut when ready, the plants will continue producing excellent quality flowers with long stems until cut down by frost. The rich, golden yellow flowers are really very striking in practically all floral work. Our plants will be well established in 2" pots and ready for shipment from the 15th of March on.

Per 10.....\$2.00 Per 100.....\$15.00

GYPSOPHILA

Gypsophila Bristol Fairy. Our plants were grafted during the summer months, established in 2-inch pots, rested in cold frames and shifted to 3-inch pots the first of January. They will be in excellent condition for shipments for outdoor planting from the first of April on. The above methods of handling assure you of receiving a superior type.

Strong 3-inch Pot Plants: Per 10....\$1.50

Per 100 12.50

Exceptionally nice field grown roots:

Per 10.....\$2.00 Per 100.....\$17.50

Gypsophila Repens Bodgeri. This plant is enjoying an ever-increasing popularity. Since it is an ever-bloomer, it is possible to cut flowers with 8 to 12 inch stems throughout the entire summer, very often when other Gypsophilas are off crop. Bodgeri is also a very pretty little border plant, producing double white flowers which later turn to shell pink. Well established 2-inch pots:

Per 10.....\$1.50 Per 100.....\$10.00

Field Grown Roots:

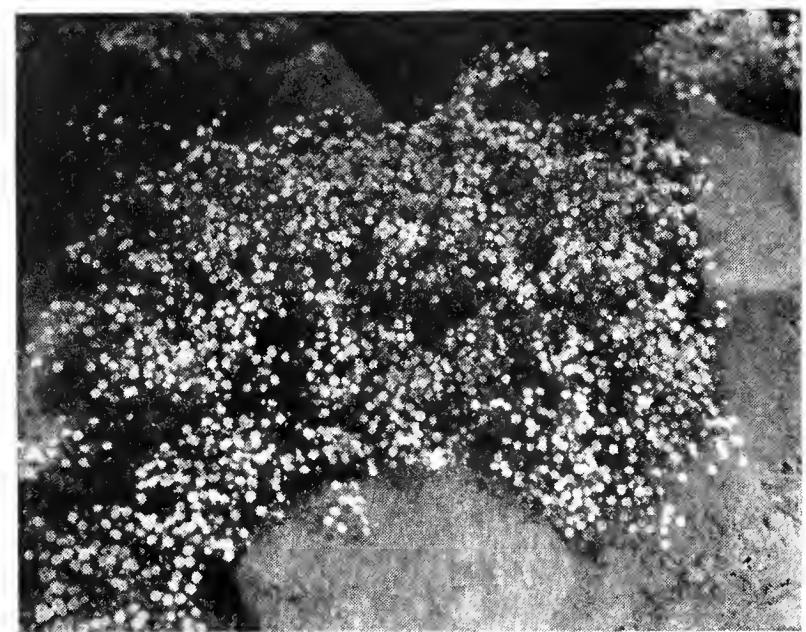
Per 10.....\$1.75 Per 100.....\$12.00

Gypsophila Rosy Veil. A novelty of European introduction, similar in habit to Bodgeri, but with flowers of a somewhat more pronounced pink color. Well established 2-inch pots:

Per 10.....\$1.50 Per 100.....\$10.00

Field Grown Roots:

Per 10.....\$2.00 Per 100.....\$15.00



New *Gypsophila "Bodgeri"*

PYRETHRUMS (Named Varieties)

Pyrethrums are too well known. Therefore, it is not necessary to go into detailed descriptions. However, we cannot help but stress the point that the real good double and semi-double varieties will be considered unusual for a long time. For cutting purposes Pyrethrums are in a class by themselves and they are always striking in the better types of floral decorations.

For Forcing

These are best planted on benches under glass in the months of January and February in fairly heavy loamy soil in Carnation temperature and should be continuously kept moist. Forcing time required, 8 weeks.

Also exceptional for outdoor culture to produce summer cut-flowers.

Buckeye. A strong grower producing large double red flowers on stems 24 to 30 inches in length.

2-inch Pots. Per 10.....\$2.00 Per 100.....\$15.00

Miami Queen. A strong grower producing semi-double pink flowers of a very desirable shade.

2-inch Pots. Per 10.....\$2.00 Per 100.....\$15.00

Trojan. A strong grower. A very lovely semi-double dark pink. 2-inch Pots. Per 10.....\$2.00 Per 100.....\$15.00

Huntington's Scarlet. A strong grower; the finest single scarlet with a touch of gold in the center. Due to their exceptionally large size, the flowers are very striking and attract attention. We consider this variety so outstanding that it really deserves a place among the better Pyrethrums.

2-inch Pots. Per 10.....\$2.00 Per 100.....\$15.00

Princess Margaret. A strong grower, semi-double. Anemone flowered with crested center. Color is a bright clear pink, very desirable. 2-inch pots. Per 10.....\$2.00 Per 100.....\$15.00

Rose Glory. Strong grower, a beautiful deep rose double of medium size.

2-inch Pots. Per 10.....\$2.00 Per 100.....\$15.00

SPECIAL NOTE

Our complete Hardy Plant Catalogue containing everything worth while in Perennial Plants for Cut Flower Production and Garden Show will be published in February, 1939. If interested, write for a Free Copy of this valuable book of "Profit Providing" Perennials for the Florist, Nurseryman and Seedsman.—A. B. C.



Poinsettias

"The Better Varieties"

(Spring 1939 Delivery)

Stock Plants of "Supreme" Quality

The Poinsettia Now Holds the Same Place in the Floral Kingdom at Christmas Time as Does the Lily at Easter Time

VARIETIES AND PRICES (Stock Plants)

Special Note: A saving for you. On all orders for Poinsettia stock plants placed before March 1st, 1939, freight will be prepaid to New York, Chicago, Philadelphia, Detroit, Cleveland, Cincinnati, Omaha and Kansas City, after which time prices quoted above are F. O. B. shipment, California.

Poinsettia Stock Prices for 1939:

*Ruth Ecke. (Plant Patent No. 242.)

Oak Leaf.

Mrs. Paul Ecke. Red pot plant variety.

St. Louis.

Henriette Ecke (Double).

Improved Henriette Ecke.

True Red.

Barbara Ecke.

White. Useful for window decoration.

Pink.

Per 100.....\$15, \$25, \$35, \$50 (according to size)

Small one-year-old plants. Per 100.....\$10.00

Selected oversized plants. Per 100..... 60.00

*Sale of 2 1/4" plants of Ruth Ecke (Plant Patent No. 242) will be restricted to \$10.00 per 100 and \$90 per 1,000 for 1939.

New Poinsettia "Variegated"

Ground work of leaf is bright green with silvery white border, bracts are of bright red, altogether providing a striking plant. Per dozen.....\$12.00
The supply is limited.

Paul Ecke, introducer of the new variety, "Ruth Ecke," says of it:
"Easy to root, branches freely, does not bruise in delivery, and has better color than Oak Leaf."

(Ecke knows Poinsettias)

CARNATIONS

ROOTED CUTTINGS, SEASON 1938-1939

The (*) denotes patented varieties, and buyers must sign license for same.

Variety	100	1,000
Antarctic. One of the best quality whites.....	\$ 8.00	\$ 70.00
Barbara Brigham. Orange with pink stripes.....	8.00	75.00
Barbara Farr. Red sport of Spectrum, superior.....	12.00	100.00
Carlotta. Dark pink.....	6.00	50.00
* Chief Kokomo. Yellow variegated.....	12.00	100.00
Clark's Beauty (New). Glowing dark pink.....	15.00	125.00
Delicacy. The leader in white variegated.....	12.00	100.00
Dichling. English variety, lovely cerise.....	7.00	60.00
Dimity. English, white with claret variegated.....	6.00	50.00
Eleanor. Salmon pink.....	8.00	75.00
Garnet Beauty. Crimson.....	10.00	90.00
Giant Laddie. Superb salmon pink.....	15.00	125.00
Golden Wonder. Best of all yellow variegated.....	6.00	50.00
Ivory. Well-known white variety.....	4.00	30.00
Johnson's Crimson. Most prolific crimson.....	5.00	40.00
Kathryn. Very fine deep pink.....	6.00	50.00
* King Cardinal. Scarlet.....	12.00	100.00
Lenora. Red and white variegated.....	5.00	45.00
* Light Pink Abundance. Light pink.....	12.00	100.00
Luxury. New scarlet, finest of all in Spring.....	12.00	100.00
Maine Sunshine. Only commercial clear yellow.....	6.00	50.00
Maytime. Light pink.....	12.50	100.00
My Love. Deep pink.....	6.00	45.00
New Deal Ward. Selected and improved Ward.....	5.00	40.00
Ocean Spray. Prolific, pure white.....	6.00	50.00
Olivett (New). Pure white.....	15.00	125.00
* Opal. Purple and white variegated.....	12.00	100.00
Orange Wonder. Orange sport of Golden Wonder.....	8.00	60.00
* Orchid Beauty. Shading from Rhodamine purple on the inside to mal-low pink	17.50	150.00
Paragon. Best of the present dark pinks.....	12.00	100.00
Patrician. White	5.00	45.00
Pelargonium. Best of the English varieties.....	15.00	125.00
Peter Fisher. Best of all rose-pinks.....	6.00	50.00
Pharaoh (New). Deep orange petals with red edges.....	15.00	125.00
Pink Abundance. Medium pink.....	5.00	45.00
* Pink Treasure. Light medium pink.....	20.00	150.00
Potentate. Purple	6.00	50.00
Puritan. White	6.00	50.00
Purity. English variety, excellent white.....	8.00	70.00
* Remembrance. Orchid pink.....	20.00	150.00
Rigoletto. Crimson	8.00	75.00
* Rosalie (New). Medium pink.....	20.00	150.00
* Royal Purple. Crimson purple.....	20.00	150.00
Sagamore. Unusual and attractive orange variety.....	6.00	50.00
Spectrum Supreme. Scarlet.....	6.00	50.00
Triumph. Flesh pink.....	6.00	50.00
Virginia. Favorite Enchantress pink.....	6.00	50.00
Vivian. Dark medium pink.....	5.00	45.00
White My Love. Pure white sport of My Love.....	6.00	50.00
White Variegated. Pure white with pink stripes.....	8.00	60.00
Wildfire. A fine bright scarlet.....	6.00	50.00
Woburn. Crimson	8.00	75.00
* Yellow Gold. Yellow.....	20.00	150.00
* York Beauty (New). Good rose-pink.....	15.00	125.00

A. B. C. Better Chrysanthemums

STRONG ROOTED CUTTINGS

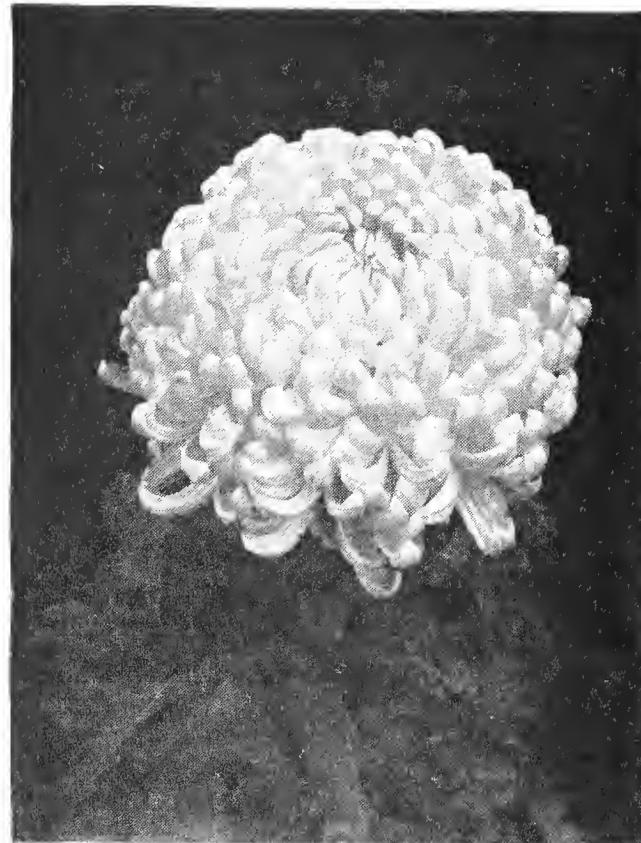
CAVALCADE

A late flowering Pompon which possesses nearly every good characteristic sought by Chrysanthemum growers. Individual blooms measuring about 2½" across are freely produced on rigid and well formed sprays. The full rounded flowers possess an unusual crisp substance. The variety grows and breaks freely, giving excellent production of many good sized and salable sprays. It attains a height of from 38 to 42 inches, with small but thick and leathery foliage to the bottom of the plant, making an ideal variety for pot culture as well as for cutting. The color of Cavalcade is a bright Mandarin red with each cupped petal showing a golden bronze reverse, the whole making a pleasing combination. Matures from December 10th to 15th or in our locality about three weeks later than the popular variety Cordova. Cavalcade is a premium variety, possessing nearly all of the qualifications which merit the name of "The Perfect Pompon."

Price for Rooted Cuttings: Per 10.. \$2.50 Per 100.. \$15 Per 1,000.. \$125

COL. F. M. ALGER

A large flowered standard variety producing closely incurved blooms about 7 inches across. Color clear Pernet yellow, the inside petals shading to golden yellow. A clean, vigorous grower, attaining a height of about 5 feet. Excellent stem and foliage. Produces a high percentage of perfect blooms from almost any bud but we recommend second crown or terminal buds taken the first part of September. The variety matures November 5th to 10th and does not shatter. Because of its easy growing habit and its high percentage of good blooms which it produces this variety will become a favorite with growers desiring a good early mid-season yellow.



Price for Rooted Cuttings: Per 10.. \$2.50 Per 100.. \$15 Per 1,000.. \$125

SPECIAL EARLY ORDER DISCOUNT. When an order is placed two months, or more, in advance of delivery date, a discount of 5% is allowed, **provided delivery date is April 1st, or later.** Be sure to show on your order, date cuttings are wanted.

Special Discounts for Large Orders: The following discounts, for quantities given, will apply on orders placed **at one time** for the quantity on which discount is taken.

5% discount for an order of 10,000
7½% discount for an order of 25,000
10% discount for an order of 50,000

The retail grower who plants from three to ten thousand Mums and Pompons as well for his requirements, and who nearly always is hampered for the proper space to take care of them, is way ahead if he saves no stock plants at all, but rather places his order early with a reliable firm who makes a specialty of the rooted cutting business and who can deliver any variety in commerce in quantity, all healthy and true to name, and at the right price.

Our source of supply is second to none for quality stock. It will be advantageous for you to order from a reliable source, and the earlier the better.

PINK PEARL

A button Pompon resulting from a cross between Jewell and Mary Lennon Hall, being very much like Jewell excepting that it matures about ten days later and possesses a more lively pink color. Its good habit of growth and good production make it a very worthy improvement upon an old standby.

Price for Rooted Cuttings: Per 10.. \$2.50 Per 100.. \$15 Per 1,000.. \$125

RISING SUN

A Pompon resembling Pink Dot but a better grower, with good stem and production. Individual flowers possess good substance and are larger than Pink Dot. Matures about the 25th of October. Not a distinct novelty but a decided improvement on the present type.

Price for Rooted Cuttings: Per 10.. \$2.50 Per 100.. \$15 Per 1,000.. \$125

ROYAL CRIMSON

A large decorative Pompon 3 inches across, an intensely rich crimson color. A better than average producer—bunching nicely—strong, sturdy growth, 3 feet or more. Flowering December 1st, it makes an excellent follow-up variety for Mrs. Mary Hooker, introduced in 1937, and is actually superior in quality.

Price for Rooted Cuttings: Per 10.. \$2.50 Per 100.. \$15 Per 1,000.. \$125

HARMONY

Compared to the variety Glow, introduced recently, it is deeper in color—a red-orange with soft bronze shading—one of those glorious blends which commands immediate attention. Flowering about November 25th, it just precedes Glow. An excellent producer, it attains a height of 2½ to 3 feet.

Price for Rooted Cuttings: Per 10.. \$2.50 Per 100.. \$15 Per 1,000.. \$125

PINK LASSIE

A quality pink to follow Mrs. Morgan G. Bulkeley, maturing about November 15th. Perfectly formed flower, 2½ inches across. Clear, bright pink with lavender shading. Vigorous growth, branching habit, and unusually good keeping qualities. Height 3 feet.

Price for Rooted Cuttings: Per 10.. \$2.50 Per 100.. \$15 Per 1,000.. \$125

PEGGY POESCH

Brilliant apricot, large Pompon, carried on large, airy sprays. Grows very strong on stiff stems. Good producer. A real worthwhile variety to add to your list. Matures November 10th. Won C. S. A. Silver Seedling Medal at Cincinnati Show in 1937.

Price for Rooted Cuttings: Per 10.. \$2.50 Per 100.. \$15 Per 1,000.. \$125

A. B. C. Supreme Chrysanthemums

STRONG ROOTED CUTTINGS

FAITH ENGEL

A small yellow Anemone with golden yellow cushion. Flowers 2½ inches in diameter. Well spaced sprays. Very heavy producer, with stiff stems and small foliage. Should be grown as natural sprays. Matures November 15th to 25th. Well liked by the better retail trade.

Price for Rooted Cuttings: Per 10.. \$2.50 Per 100.. \$15 Per 1,000.. \$125

HOPE ENGEL

Late, rich bronze, small Anemone. Extremely productive with excellent growing habit. Matures about November 25th and will keep until Christmas. Medium height. Good only when grown as natural sprays. This should prove a much-needed late variety.

Price for Rooted Cuttings: Per 10.. \$2.50 Per 100.. \$15 Per 1,000.. \$125

RED PRINCETON

A sport from Princeton and like it in every respect excepting color. The color is of a bright reddish bronze which, combined with the many merits of Princeton, should make this variety popular.

Price for Rooted Cuttings: Per 10.. \$2.50 Per 100.. \$15 Per 1,000.. \$125

DECEMBER BEAUTY, IMP.

A pure white sport from December Beauty. We believe this variety will be well received by those who are interested in late Mums. It combines the qualities of lateness, large size, good stem and purity of color.

Price for Rooted Cuttings: Per 10.. \$2.50 Per 100.. \$15 Per 1,000.. \$125

CHRYSANTHEMUMS

Doz. 100 1,000

Marketeer. Large incurved white to follow Monument \$2.00 \$12.00 \$100.00

Indianapolis Pink. Large flowering—upper surface of petals light lavender, while the reverse is slightly darker..... 2.00 12.00 100.00

Golden Oak. Large flowering. A Thanksgiving golden bronze intensified by artificial light 2.00 12.00 100.00

Manchukuo. Pompon — chestnut sorrel color. Winner of Chrysanthemum Society Silver Medal at Cincinnati, Ohio..... 2.00 12.00 100.00

Derigold. Pompon—glistening lemon yellow 2.00 12.00 100.00

Bright Spot. Pompon—As the name implies, each flower has a bright spot in the center; as the flower unfolds the outer petals turn a shell pink..... 2.00 12.00 100.00

Large Flowering Commercial Varieties

Name and Description	Height	Select Bud	Matures	Price per 100	Price per 1,000
Ambassador. White	M.	Ter. Bud	Oct. 16-20	\$3.00	\$27.50
Andrew Schmidt. Pink. Sport from Seidewitz	T.	Sept. 5	Thanks. & Later	3.00	27.50
Anna Kaskas. Golden bronze.....	T.	Sept. 5-10	Nov. 1-5	4.00	35.00
Apricot May Wallace. Apricot....	T.	Ter. Bud	Nov. 7-15	5.00	40.00
† Apricot Queen. Orange bronze..	M.	Sept. 5	Oct. 25	3.00	27.50
Betsy Ross. White.....	T.	Aug. 25	Nov. 5	3.00	27.50
Bonaffon DeLuxe. Golden yellow.	S.	Sept. 10	Nov. 20	7.00	65.00
Bonaffon Shibuya. Yellow.....	M.	Ter. Bud	Nov. 15-30	3.00	27.50
Bronze Frick. Bronze. Sport from Helen Frick	S.	Sept. 10	Thanksgiving	3.00	27.50
Bronze Gem. Bronze.....	T.	Sept. 6-10	Nov. 20	4.00	35.00
Bronze Lode. Bronze. Sport from Gold Lode	M.	Aug. 25	Oct. 1	7.00	65.00
Camilla. White	T.	Aug. 25	Oct. 18	3.00	27.50
† Cardonia. Deep rich yellow.....	M.	Sept. 5	Nov. 1-7	3.00	27.50
† Celestra. Yellow	M.	Ter. Bud	Oct. 10	3.00	27.50
Chadwick, Bronze. Bronze.....	M.	Ter. Bud	Thanksgiving	3.00	27.50
Chadwick, Golden. Yellow.....	M.	Ter. Bud	Thanksgiving	3.00	27.50
Chadwick, Pink. Pink.....	M.	Ter. Bud	Thanksgiving	3.00	27.50
Chadwick, White. White.....	M.	Ter. Bud	Thanksgiving	3.00	27.50
Chas. Rager. White.....	M.	Sept. 15	Nov. 10	3.00	27.50
Chas. W. Johnson. White.....	M.	Sept. 10	Oct. 25	3.00	27.50
Chattanooga. White	M.	Sept. 20	Nov. 28	3.00	27.50
† Christina. White. Sport from Rose Chochard	S.	Aug. 25	Oct. 20	3.00	27.50
Chrysolora. Yellow	M.	Aug. 15	Oct. 15	3.00	27.50
Citronella. Yellow	S.	Aug. 31	Oct. 25	3.00	27.50
Clara B. Ford. Yellow.....	M.	Sept. 20	Nov. 20	3.00	27.50
Columbus Dispatch. Yellow. Large bloom	M.	Sept. 1	Nov. 15	3.00	27.50
Corona. Deep yellow.....	T.	Ter. Bud	Oct. 25	3.00	27.50
December Beauty. White, tinged with pink	M.	Oct. 1-10	Dec. 1	3.00	27.50
December Glory. White.....	M.	Sept. 30	Dec. 1	3.00	27.50
December Queen. Yellow.....	M.	Ter. Bud	Dec. 1	3.00	27.50
Detroit News. Bronze.....	M.	Aug. 30	Oct. 25	3.00	27.50
Distinction. Pink	M.	Ter. Bud	Thanksgiving	3.00	27.50
Dr. Enguehard. Rose pink.....	M.	Sept. 5	Thanksgiving	3.00	27.50
Early Frost. White.....	S.	Early	Early	3.00	27.50
† Edgar Stillman Kelly. White....	M.	Sept. 15	Nov. 15	3.00	27.50
Edwin Seidewitz. Bright pink....	T.	Sept. 5	Thanksgiving	3.00	27.50
Evening Glow. Yellow.....	M.	Sept. 10	Oct. 25	3.00	27.50
Evening Star. Pink.....	T.	Sept. 5	Nov. 1	3.00	27.50
† Favorite. White	T.	Sept. 5	Nov. 15	3.00	27.50
Floyd Gibbons. Salmon pink with buff reverse	S.	Sept. 15	Nov. 8	3.00	27.50
Friendly Call. Yellow.....	M.	Ter. Bud	Nov. 25-Dec. 10	7.00	65.00
Friendly Rival. Golden yellow....	M.	Sept. 10	Thanksgiving	3.00	27.50
Garnet King. Red.....	S.	Sept. 20	Nov. 20-30	3.00	27.50
Gladys Pearson. Bronze.....	M.	Sept. 30	Nov. 20-30	3.00	27.50
Glenview. Bronze	S.	Sept. 10	Nov. 24	3.00	27.50
† Glitters. Bronze	M.	Ter. Bud	Nov. 1	3.00	27.50
† Gold Lode. Yellow.....	M.	Aug. 25	Oct. 1	3.00	27.50
Golden Arbina. Deep yellow....	M.	Ter. Bud	Nov. 20-25	7.00	65.00
Golden Bronze. Golden yellow with tints of bronze.....	T.	Ter. Bud	Oct. 25	3.00	27.50
Golden Celebration. Yellow.....	T.	Sept. 15	Nov. 20	3.00	27.50
† Golden Glory. Yellow.....	S.	Aug. 25	Nov. 1	3.00	27.50
Golden Glow, Imp. Yellow.....	M.	July 10	Sept. 1	3.00	27.50
Golden Measure. Golden yellow..	T.	Ter. Bud	Oct. 25	3.00	27.50
Golden Mrs. Ross. Golden yellow (Improved Nellie T. Ross).....	T.	Early Oct.	Nov. 28	3.00	27.50
Golden Oak. Golden bronze.....	M.	Ter. Bud	Nov. 20	12.00	100.00
Golden October. Rich golden yellow	M.	Aug. 25	Oct. 10	3.00	27.50
Golden Pearson. Yellow. Sport from Gladys Pearson.....	M.	Sept. 30	Thanksgiving	3.00	27.50
Golden Seidewitz. Yellow.....	T.	Sept. 5	Thanksgiving	3.00	27.50
Golden Topaz. Golden yellow....	M.	Sept. 10	Nov. 10	3.00	27.50
† Golden Wave. Yellow.....	S.	Sept. 5	Oct. 20	3.00	27.50
Good News. Yellow. Sport from Detroit News	M.	Aug. 30	Oct. 25	3.00	27.50
Governor Green. Crimson, with old gold reverse.....	S.	Aug. 15	Oct. 15	3.00	27.50
Harvard. Crimson	M.	Sept. 30	Nov. 30	3.00	27.50
Helen Frick. Pink.....	M.	Sept. 10	Thanksgiving	3.00	27.50
Hilda Bergen. Bronze.....	S.	Aug. 25	Oct. 25	3.00	27.50
† Honey Dew. Yellow.....	S.	Ter. Bud	Nov. 15	3.00	27.50
Immaculate. White	M.	Ter. Bud	Nov. 1-7	3.00	27.50
Indianapolis Pink. Light lavender. Darker reverse	M.	Ter. Bud	Nov. 12	12.00	100.00

"Mums"—Large Flowering Commercial Varieties (Cont.)

Name and Description	Height	Select Bud	Matures	Price per 100	Price per 1,000
Indian Chief.	Deep reddish bronze with golden buff reverse.....	M.	Sept. 5	Nov. 5-10	\$8.00 \$75.00
Indianola.	Light bronze.....	M.	Aug. 25	Oct. 8	3.00 27.50
Justrite.	Pink	S.	Ter. Bud	Oct. 15	3.00 27.50
J. W. Prince.	Pink. (Improved Chieftain)	S.	Aug. 30	Nov. 1	3.00 27.50
Keystone.	Bronze	M.	Aug. 30	Oct. 22	3.00 27.50
Lemon Queen.	Yellow.....	M.	Ter. Bud	Thanksgiving	3.00 27.50
Leroy Zang.	Yellow. Sport from Golden Pearson	M.	Sept. 30	Thanksgiving	3.00 27.50
Lustre.	Pink	S.	Aug. 25	Oct. 8	3.00 27.50
Major Bonnaffon.	Yellow.....	S.	Sept. 10	Nov. 20	3.00 27.50
Major Edward Bowes.	Pink.....	M.	Aug. 30	Oct. 16	3.00 27.50
Marie de Petris.	Yellow.....	S.	Sept. 15	Nov. 25	3.00 27.50
Marketeer.	White	T.	Ter. Bud	Nov. 20-Thanks.	12.00 100.00
Mark Twain.	Bronze.....	M.	Sept. 20	Nov. 20	3.00 27.50
Mefo.	White	M.	Sept. 15	Nov. 20	3.00 27.50
Minewa.	Golden bronze.....	M.	Aug. 10	Oct. 15	5.00 40.00
Mistletoe, Bronze.	Bronze.....	M.	Sept. 30	Dec.	3.00 27.50
Mistletoe, Golden.	Yellow.....	M.	Sept. 30	Dec.	3.00 27.50
Mistletoe, Pink.	Pink.....	M.	Sept. 30	Dec.	3.00 27.50
Mistletoe, White, Imp.	White....	M.	Sept. 30	Dec.	3.00 27.50
Mohawk Chief.	Crimson.....	M.	Oct. 1	Nov. 30	3.00 27.50
Monument.	White.....	M.	Sept. 10	Nov. 5-15	3.00 27.50
Mrs. A. J. Stahelin.	Bronze with reverse petals yellow.....	M.	Ter. Bud	Nov. 15	3.00 27.50
Mrs. David F. Roy.	Crimson with bronze reverse	S.	Sept. 15	Nov. 15	3.00 27.50
Mrs. Franklin D. Roosevelt.	Bright yellow	T.	Sept. 5-10	Nov. 15	3.00 27.50
Mrs. H. E. Kidder.	Bright yellow..	M.	Aug. 25	Oct. 25	3.00 27.50
Mrs. Wm. Thaw, Jr.	Yellow.....	T.	Sept. 10	Nov. 10	3.00 27.50
Oak Leaf.	Dark bronze.....	M.	Sept. 30	Nov. 20-30	3.00 27.50
Oconto.	White	M.	Aug. 25	Oct. 15	3.00 27.50
October Rose.	Pink.....	M.	Sept. 5	Oct. 18	3.00 27.50
Old Rose.	Pink.....	M.	Sept. 10	Early Nov.	3.00 27.50
Orchid Queen.	Orchid pink.....	T.	Ter. Bud	Nov. 15	6.00 50.00
†Peter John.	Light pink. Sport from Thanksgiving Pink	S.	Sept. 15	Thanksgiving	3.00 27.50
Pink Beauty.	Pink.....	S.	Ter. Bud	Oct. 20	4.00 35.00
Pink Chief.	Pink.....	T.	Ter. Bud	Oct. 12	3.00 27.50
Pink Dawn.	Light pink.....	M.	Sept. 10-15	Oct. 25	7.00 65.00
Pink Delight.	Rose pink.....	T.	Sept. 10	Nov. 1	3.00 27.50
Pink Treasure.	Pink.....	S.	Sept. 20	Nov. 10	3.00 27.50
†Quaker Maid.	White.....	M.	Aug. 25	Oct. 5	3.00 27.50
R. B. Mellon.	Light bronze.....	T.	Sept. 1	Nov. 1	4.00 35.00
Richmond.	Yellow	M.	Aug. 25	Nov. 1	3.00 27.50
R. M. Calkins.	Golden yellow....	M.	Sept. 20	Nov. 25-30	3.00 27.50
Rosa Raisa.	Pink.....	S.	Sept. 20	Thanksgiving	3.00 27.50
†Rose Chochard.	Pink.....	S.	Aug. 15	Oct. 20	3.00 27.50
Rose Glory.	Pink.....	M.	Ter. Bud	Oct. 15-20	3.00 27.50
Rose Marie.	Pink.....	T.	Aug. 5	Oct. 1	3.00 27.50
Rose Perfection.	Pink.....	S.	Sept. 10	Nov. 5-10	3.00 27.50
Secretary Nehrling.	Bright yellow..	M.	Sept. 15	Nov. 15-20	3.00 27.50
Silver Dawn.	White.....	M.	Aug. 25	Oct. 18-20	3.00 27.50
Silver Sheen.	White.....	M.	Aug. 30	Oct. 20	3.00 27.50
Smith's Early White.	White.....	T.	Aug. 10	Oct. 2	3.00 27.50
Smith's Late White.	White.....	S.	Sept. 30	Dec. 15	3.00 27.50
†Smith's Superlative.	Bright yellow	M.	Aug. 25	Oct. 25	3.00 27.50
Snow White.	White.....	M.	Ter. Bud	Nov. 1	3.00 27.50
Stately White.	White.....	M.	Ter. Bud	Nov. 1	3.00 27.50
Sunbeam.	Bright yellow.....	M.	Sept. 20	Thanksgiving	3.00 27.50
Sunglow.	Yellow	M.	Aug. 25	Oct. 25	3.00 27.50
†Sun Gold.	Yellow.....	M.	Sept. 30	Thanksgiving	3.00 27.50
Tekonsha.	Bronze	M.	Sept. 10	Thanksgiving	3.00 27.50
Thanksgiving Pink.	Dark pink....	S.	Sept. 15	Thanksgiving	3.00 27.50
Timothy Eaton.	White.....	T.	Sept. 15	Nov. 20	3.00 27.50
Tints of Gold.	Bronze.....	M.	Aug. 15	Oct. 10	3.00 27.50
Tobin's Late Yellow.	Yellow. Sport from Smith's Late White.....	S.	Sept. 30	Dec. 15	3.00 27.50
Tom Browne.	White.....	M.	Ter. Bud	Nov. 20-30	3.00 27.50
White Chief.	White.....	S.	Ter. Bud	Oct. 18	3.00 27.50
White Chieftain.	White.....	S.	Aug. 31	Nov. 1	3.00 27.50
White Distinction.	White.....	M.	Ter. Bud	Thanksgiving	3.00 27.50
White Frick.	White. Sport from Helen Frick	S.	Sept. 10	Thanksgiving	3.00 27.50
White Seidewitz.	White.....	T.	Sept. 5	Thanksgiving	3.00 27.50
Whittier.	Yellow	M.	Sept. 15	Nov. 15	3.00 27.50
William Didden.	Yellow. Sport from Indianola	M.	Aug. 25	Oct. 8	3.00 27.50

"Mums"—Large Flowering Commercial Varieties (Cont.)

Name and Description	Height	Select Bud	Matures	Price per 100	Price per 1,000
Windsor Gold.	Deep golden yellow	M.	Ter. Bud	Oct. 28	\$8.00 \$75.00
Yellow Ambassador.	Yellow. Sport from Ambassador	M.	Ter. Bud	Oct. 16-20	3.00 27.50
Yellow Chattanooga.	Light yellow.....	M.	Sept. 20	Nov. 28	3.00 27.50
Yellow Chieftain.	Yellow.....	S.	Aug. 31	Nov. 1	6.00 50.00
Yellow December Glory.	Light yellow	M.	Sept. 30	Dec. 1-10	3.00 27.50
Yellow Frost.	Yellow.....	S.	Early	Early	3.00 27.50
Yellow Gold.	Bright golden yellow	T.	Ter. Bud	Nov. 1-15	3.00 27.50
Yellow Mefo.	Yellow. Sport from Mefo	M.	Sept. 15	Nov. 20	3.00 27.50
Yellow Monument.	Yellow. Sport from Monument	M.	Sept. 10	Nov. 5-15	3.00 27.50

Exhibition Varieties

Name and Description	Height	Select Bud	Matures	Price per 100	Price per 1,000
Alice Benson.	White.....	M.	2nd Crown	Nov. 1	\$8.00 \$75.00
Dr. J. M. Inglis.	Wine purple amaranth with silver reverse.....	T.	Aug. 25	Nov. 1	8.00 75.00
Elberon.	Pink	M.	Aug. 30	Nov. 1	8.00 75.00
Golden Majestic.	Bright yellow....	M.	Aug. 20	Oct. 25-Nov. 1	8.00 75.00
Grace Sturgis.	Wine red with pinkish silver reverse.....	T.	Aug. 25	Oct. 20	6.00 50.00
J. R. Booth.	Yellow.....	M.	Aug. 15	Nov. 1	8.00 75.00
La France.	Purple.....	M.	Aug. 15	Oct. 28	6.00 50.00
Louisa Pickett.	White.....	M.	Aug. 10	Nov. 1-15	8.00 75.00
Majestic.	Clear, shiny amber bronze	M.	Aug. 20	Oct. 25	8.00 75.00
Marian H. Uffinger.	Bronzy crimson with a gold reverse.....	M.	Aug. 20-25	Nov. 1	8.00 75.00
Mrs. G. G. Mason.	Blood red with golden reverse	M.	Aug. 20	Oct. 25-Nov. 1	8.00 75.00
Mrs. H. S. Firestone.	Chamois buff..	S.	Aug. 25	Nov. 1	8.00 75.00
Mrs. Jules Leeds.	Blood red.....	S.	Aug. 25	Nov. 10	8.00 75.00
Nagirroc.	Golden bronze.....	M.	Aug. 15	Nov. 1	8.00 75.00
Nerissa.	Rosy Lavender.....	M.	Sept. 5	Nov. 5	8.00 75.00
Red Majestic.	Bronzy red.....	M.	Aug. 25	Nov. 1	8.00 75.00
Rosanda.	Old rose.....	T.	Sept. 10	Nov. 1	8.00 75.00
Thos. W. Pickett.	Pink.....	M.	Aug. 10	Nov. 1-15	8.00 75.00
Turner, Bronze.	Light bronze....	M.	Aug. 25	Nov. 5	6.00 50.00
Turner, Pink.	(Mrs. Leslie Davis). Pink	M.	Aug. 25	Nov. 5	6.00 50.00
Turner, William.	White.....	M.	Aug. 25	Nov. 5	6.00 50.00
Turner, Yellow.	Yellow.....	M.	Aug. 25	Nov. 5	6.00 50.00
Vermont.	Pink	T.	Aug. 10	Nov. 1-15	8.00 75.00
W. H. Waite.	Bronze.....	S.	Aug. 15	Nov. 5	6.00 50.00
W. H. Waite, Imp.	Red.....	S.	Aug. 15	Nov. 5	6.00 50.00
Yellow Pickett.	Yellow.....	M.	Aug. 10	Nov. 1-15	8.00 75.00

Pompons—Large Flowering and Button Types

Under the heading of type, we attempt to classify pompons into large pompons and button types. The distinction is largely one of size, though the latter classification contains more of the true, compact, rounded type than the former.

Name and Description	Height	Type	Matures	Price per 100	Price per 1,000
Abelard.	Orchid pink.....	M.	L. Pompon	Oct. 30	\$7.00 \$65.00
*Acto.	Rose pink.....	M.	L. Pompon	Nov. 1	3.00 27.50
Agate.	Yellow with red eye.....	S.	Button</td		

Pompons—Large Flowering and Button Types (Cont.)

Name and Description	Height	Type	Matures	Price per 100	1,000
Bristolite. Bronze	M.	L. Pompon	Thanksgiving	\$3.00	\$27.50
*Bronze Acto. Bronze. Sport from					
Acto	M.	L. Pompon	Nov. 1	3.00	27.50
Bronze Beauty. Bronze.....	M.	L. Pompon	Thanksgiving	3.00	27.50
Bronze Doty. Bronze.....	M.	L. Pompon	Nov. 1	3.00	27.50
Bronze Ermalinda. Dark bronze..	M.	L. Pompon	Oct. 25	3.00	27.50
Bronze Queen. Dark bronze.....	T.	Button	Oct. 25	3.00	27.50
Buttercup. Yellow	T.	L. Pompon	Dec. 5	3.00	27.50
Campfire. Red	T.	L. Pompon	Nov. 20	3.00	27.50
*Capt. Blood. Red with gold tips.	M.	L. Pompon	Thanksgiving	8.00	75.00
Capt. Cook. Pink.....	T.	L. Pompon	Oct. 20	3.00	27.50
*Carlina Lee. Dark rich red.....	M.	L. Pompon	Oct. 20-25	7.00	65.00
Catherine. Bronze	M.	L. Pompon	Nov. 20 & Later	4.00	35.00
Chicago Pearl. White.....	M.	L. Pompon	Nov. 15	3.00	27.50
Christmas Cheer. Deep yellow...	M.	L. Pompon	Dec. 15	5.00	40.00
Christmas Gold. Bright yellow...	M.	S. Button	Dec. 1	3.00	27.50
Clara Jameson, Imp. Bronze.....	M.	Button	Oct. 16	3.00	27.50
Clare. White.....	S.	S. Button	Nov. 15	3.00	27.50
Comanche. Chestnut brown with					
yellow reverse	M.	L. Pompon	Dec. 15	5.00	40.00
Cora Peck Buhl. Yellow.....	T.	L. Pompon	Oct. 25	3.00	27.50
Cordova. White	M.	L. Pompon	Thanksgiving	3.00	27.50
Creole. Bronze	T.	L. Pompon	Nov. 5	4.00	35.00
Crystal Jewell. White.....	T.	Button	Nov. 20-30	3.00	27.50
*Crystal White. White.....	T.	L. Pompon	Nov. 10	3.00	27.50
Dainty Maid. White, tinged with					
pink	M.	S. Button	Nov. 1	3.00	27.50
*Dark Pink Jewell. Dark pink.					
Sport from Jewell.....	S.	L. Button	Oct. 1-15	8.00	75.00
December Glory. White.....	M.	L. Pompon	Dec.	3.00	27.50
Derigold. Lemon yellow.....	T.	L. Pompon	Nov. 10	12.00	100.00
Dorothy Nehrling. Deep rose pink.	M.	Button	Nov. 15-20	5.00	40.00
Dorothy Turner. Bronze.....	M.	L. Pompon	Thanksgiving	3.00	27.50
Dream. Pink	M.	L. Pompon	Nov. 20	3.00	27.50
Earliwhite. White	M.	L. Pompon	Oct. 10	3.00	27.50
Ecstasy. Clear pink.....	T.	L. Pompon	Oct. 25	4.00	35.00
*Edith Newberry. Orange rust...	T.	L. Pompon	Nov. 5	3.00	27.50
Elizabeth Peterson. Orange bronze.	M.	L. Pompon	Oct. 23	7.00	65.00
Elora. Pearly white.....	T.	L. Pompon	Nov. 1-10	3.00	27.50
Ermalinda. Old rose.....	M.	L. Pompon	Oct. 25	3.00	27.50
*Ethel. Bronze	M.	Button	Oct. 25	3.00	27.50
Fez. Deep bronze	M.	Button	Nov. 10	3.00	27.50
*Fire Ball. Bright crimson.....	T.	L. Pompon	Nov. 2	3.00	27.50
Fire Bird. Red bronze.....	M.	L. Pompon	Oct. 25	3.00	27.50
Geraldine. Lemon yellow.....	M.	Button	Dec. 1	5.00	40.00
Glow. Orange. Reddish orange at					
center	T.	L. Pompon	Thanksgiving	3.00	27.50
*Gold Coin. Yellow.....	M.	L. Pompon	Dec. 1	3.00	27.50
Gold Drop. Old gold.....	M.	L. Pompon	Nov. 1	3.00	27.50
Gold Finch. Yellow.....	M.	L. Pompon	Oct. 20	3.00	27.50
*Gold Mine. Yellow.....	S.	Button	Nov. 1	3.00	27.50
Gold Tips. Bronze and gold.....	M.	L. Pompon	Thanksgiving	3.00	27.50
Golden Climax. Yellow.....	M.	Button	Nov. 15	3.00	27.50
*Golden Fairy. Yellow.....	M.	L. Pompon	Oct. 20-30	7.00	65.00
Golden Fleece. Yellow.....	M.	L. Pompon	Nov. 25	4.00	35.00
**Golden Herald. Deep golden					
yellow	M.	L. Pompon	Oct. 10-15	3.00	27.50
Golden Nymph. Bronze, with re-					
verse of petals gold.....	M.	S. Button	Dec. 10	3.00	27.50
Golden Sceptre. Yellow.....	T.	L. Button	Nov. 25	3.00	27.50
Golden Splendor. Bright yellow..	M.	L. Pompon	Nov. 6	3.00	27.50
Golden Spray. Yellow.....	M.	L. Pompon	Oct. 15	4.00	35.00
Golden Varsity. Yellow. Sport					
from Varsity, deeper shade...	S.	S. Button	Nov. 10	3.00	27.50
*Governor Lake. Reddish bronze.	S.	L. Pompon	Thanksgiving	3.00	27.50
Grenadier. Red	M.	L. Pompon	Nov. 10	3.00	27.50
Greta. White	M.	L. Pompon	Oct. 20	3.00	27.50
Hasegawa Gold. Yellow.....	M.	L. Pompon	Dec. 1	3.00	27.50
Ida, Imp. Yellow.....	M.	L. Pompon	Oct. 10	3.00	27.50
*Irene. White	S.	Button	Oct. 15-20	3.00	27.50
*Irene Rich. Pink.....	M.	L. Pompon	Nov. 1	3.00	27.50
Iroquois. Bronze	M.	L. Pompon	Dec. 1	7.00	65.00
Jemima. Bronze	M.	L. Pompon	Oct. 28	3.00	27.50
*Jewell. Bright pink.....	S.	L. Button	Oct. 1-15	3.00	27.50
Jessie. Deep rose pink.....	M.	L. Pompon	Oct. 25	7.00	65.00
Joan. Bronzy orange.....	M.	L. Pompon	Nov. 20	3.00	27.50
Joan Wells. Bronze. Sport from					
Pink Dot	M.	L. Pompon	Oct. 25	3.00	27.50
Juva Nicholson. Yellow.....	M.	L. Pompon	Nov. 15	3.00	27.50
La Vera. Pink	M.	L. Pompon	Nov. 1-10	3.00	27.50
Legal Tender. Bronze and gold..	M.	L. Pompon	Nov. 20	3.00	27.50

†—Good as pot plants.

Pompons—Large Flowering and Button Type (Cont.)

Name and Description	Height	Type	Matures	Price per 100	1,000
Leileh. Rose pink.....	T.	L. Pompon	Oct. 15	\$3.00	\$27.50
Letitia. White with pink center...	T.	L. Button	Oct. 15	3.00	27.50
Lilac. Pink	T.	L. Pompon	Oct. 15	3.00	27.50
*Lillian Doty. Shell Pink.....	M.	L. Pompon	Nov. 1	3.00	27.50
†Lois. Golden yellow.....	M.	Button	Nov. 18	3.00	27.50
Long Island Sunshine. Bright yel-					
low	T.	L. Pompon	Thanks. & Later	4.00	35.00
Loris. Bronze	M.	L. Pompon	Dec. 1	7.00	65.00
Louise Davenport. Bronze.....	M.	Button	Nov. 10	3.00	27.50
Lucinda. Deep pink.....	T.	L. Pompon	Nov. 12-20	3.00	27.50
Magatha. White with dark eye..	M.	L. Pompon	Nov. 10	3.00	27.50
Manchukuo. Chestnut sorrel....	M.	L. Pompon	Nov. 10-15	12.00	100.00
*Marianna. White	M.	L. Pompon	Nov. 1-5	3.00	27.50
*Mary Lennon Hall. Clear rich					
yellow	T.	L. Pompon	Nov. 1	3.00	27.50
†Mary Pickford. White.....	S.	Button	Nov. 1	3.00	27.50
*Masaka. Yellow	M.	L. Pompon	Oct. 20	3.00	27.50
*Masterpiece. Tourmaline pink..	M.	L. Pompon	Nov. 15	3.00	27.50
Minong. White	S.	Button	Oct. 20-25	3.00	27.50
Modena. Yellow	M.	L. Button	Nov. 30	3.00	27.50
†Mrs. Beu. Bronze.....	S.	L. Pompon	Thanksgiving	3.00	27.50
Mrs. Mary Hooker. Red.....	T.	L. Pompon	Nov. 15	4.00	35.00
Mrs. Morgan G. Bulkeley. Pink..	M.	L. Pompon	Nov. 10	8.00	75.00
Mrs. N. G. Moore. White. Sport					
from Olivia	M.	L. Pompon	Dec. 1-10	3.00	27.50
*Muskoka. Bronze	T.	L. Pompon	Nov. 10	3.00	27.50
Nellie Kleris. Lavender pink....	T.	L. Pompon	Oct. 25	3.00	27.50
New York. Bronze.....	M.	Button	Nov. 15	3.00	27.50
*November Bronze. Orange bronze	M.	L. Pompon	Nov. 15	3.00	27.50
Nubian. Bronzy red.....	T.	L. Pompon	Oct. 15-20	3.00	27.50
†Nuggets. Yellow	S.	Button	Oct. 25	3.00	27.50
Olivia. Pink	M.	L. Pompon	Dec.	3.00	27.50
Ottawa. Orange bronze.....	M.	Button	Thanksgiving	7.00	65.00
Pagosa. Dark pink.....	M.	L. Pompon	Dec. 5	3.00	27.50
†Patsy Dowd. Red.....	S.	Button	Nov. 5	3.00	27.50
Pauline Wilcox. Bronze.....	M.	L. Pompon	Nov. 5	3.00	27.50
Penguin. White	M.	Button	Nov. 10	8.00	75.00
Perfecto. Yellow	M.	L. Pompon	Thanksgiving	7.00	65.00
†Persian Rose. Rose pink.....	S.	L. Button	Oct. 20	8.00	75.00
Pink Dot. White, with pink cen-					
ter	M.	L. Pompon	Oct. 25	3.00	27.50
Pink Popcorn. Pink.....	M.	Button	Oct. 30	3.00	27.50
*Princeton. Golden yellow suf-					
fused with orange.....	M.	L. Pompon	Nov. 15	3.00	27.50
†Red Beu. Reddish bronze.....	S.	L. Pompon	Thanksgiving	3.00	27.50
Rev. Horace Bushnell. White....	M.	L. Pompon	Nov. 10	8.00	75.00
Robin Hood. Rich deep red.....	M.	Button	Early Nov.	3.00	27.50
†Rodell, Imp. Yellow. Sport from					
Rodell producing larger flowers.	S.	Button	Oct. 20	3.00	27.50
Roman Bronze. Bronze. Sport					
from Capt. Cook.....	T.	L. Pompon	Oct. 20	3.00	27.50
*Rose Charm. Rose pink.....	M.	L. Pompon	Nov. 1	3.00	27.50
Roselea. Pink	M.	L. Pompon	Dec. 1	3.00	27.50
Rosy Dot. White with rose pink					
center	M.	Button			

Pompons—Large Flowering and Button Type (Cont.)

Name and Description	Height	Type	Matures	Price per 100	Price per 1,000
* Vera Victoria. Yellow.....	M.	L. Pompon	Nov. 1	\$3.00	\$27.50
Vivian. Orange bronze.....	M.	S. Button	Oct. 20	7.00	65.00
Western Beauty. Pink.....	S.	L. Pompon	Nov. 15-25	3.00	27.50
* White Doty. White.....	M.	L. Pompon	Nov. 1	3.00	27.50
† White Jewell. White suffused with pink.....	S.	L. Button	Oct. 1-15	4.00	35.00
Wildfire. Orange rust.....	M.	L. Pompon	Nov. 28	8.00	75.00
Yellow Bird. Yellow.....	M.	L. Pompon	Nov. 18	3.00	27.50
Yellow Cordova. Yellow. Sport from Cordova.....	M.	L. Pompon	Thanksgiving	8.00	75.00
Yellow Dainty Maid. Yellow. Sport from Dainty Maid.....	M.	S. Button	Nov. 1	8.00	75.00
Yellow Dot (Jablonsky). Yellow. Sport from Pink Dot.....	M.	L. Pompon	Oct. 25	3.00	27.50
* Yellow Doty. Yellow.....	M.	L. Pompon	Nov. 1	3.00	27.50
† Yellow Fellow. Yellow.....	M.	L. Pompon	Nov. 15	3.00	27.50
* Yellow Muskoka. Bronzy yellow. T. L. Pompon	T.	L. Pompon	Nov. 10	3.00	27.50
Yellow New York. Yellow. Sport from New York.....	M.	Button	Nov. 15	3.00	27.50
* Yellow Sea Gull. Yellow. Sport from Sea Gull.....	M.	L. Pompon	Nov. 1	7.00	65.00
Yellow Silver Star. Yellow. Sport from Silver Star.....	T.	L. Pompon	Dec. 10	3.00	27.50
† Yuletide, White. White.....	S.	L. Pompon	Dec. 1	3.00	27.50
† Yuletide, Yellow. Yellow.....	S.	L. Pompon	Dec. 1	3.00	27.50
** Yuvawn. Yellow.....	M.	L. Pompon	Nov. 25	3.00	27.50
Zoe. Golden bronze.....	M.	L. Button	Nov. 20	3.00	27.50

Anemone Flowered Varieties (Cont.)

Name and Description	Height	Matures	Price per 100	Price per 1,000
Romantic. Light bronze with bronzy red cushion.....	S.	Nov. 10	\$5.00	\$40.00
* Smith's Innocence. White.....	T.	Nov. 5	3.00	27.50
* Stoplight. Terra cotta petals with low yellow cushion.....	M.	Nov. 5	3.00	27.50
Sunray. Yellow.....	M.	Nov. 15	3.00	27.50
† Sunshine. Yellow.....	S.	Thanksgiving	3.00	27.50
* Susanne Miller. Yellow. Sport from Norma.....	T.	Nov. 10-Dec. 1	3.00	27.50
* The Belle. Pure white.....	M.	Nov. 1-5	3.00	27.50
* The Titan. Scarlet crimson with bronzy red cushion.....	M.	Nov. 5	3.00	27.50
* Topknot. Creamy white cushion. rosy pink petals.....	T.	Nov. 5	3.00	27.50
* Tuxedo. Pink.....	M.	Nov. 10	3.00	27.50
* White Anemone. White.....	M.	Nov. 1	4.00	35.00
** White Izola. White. Sport from Izola.....	M.	Nov. 1	3.00	27.50
† White Norma. White.....	M.	Nov. 1	3.00	27.50
Yellow Blanche. Yellow. Sport from Blanche.....	M.	Oct. 27	3.00	27.50
* Yellow Estrelita. Yellow. Sport from Estrelita.....	M.	Nov. 15	8.00	75.00
Yellow Garza Supreme. Yellow.....	S.	Dec. 1	3.00	27.50
† Yellow Rolinda. Deep golden yellow. Sport from Rolinda.....	M.	Nov. 20-Dec. 1	3.00	27.50
* Yellow Supreme. Yellow. Sport from Pink Supreme.....	T.	Nov. 30	8.00	75.00
Yolanda. Yellow.....	M.	Thanks. & Later	8.00	75.00

Anemone Flowered Varieties

Name and Description	Height	Matures	Price per 100	Price per 1,000
† Beautiful Lady. Bright pink petals with creamy white cushion.....	S.	Nov. 20	\$3.00	\$27.50
* Betty Rose. Pink, both petals and cushion.....	M.	Oct. 25-Nov. 1	3.00	27.50
* Blanche. White.....	M.	Oct. 27	3.00	27.50
* Bronze Norma. Bronze. Sport from Norma.....	M.	Nov. 10-Dec.	3.00	27.50
* Bronze Supreme. Bronze with pink cast....	T.	Nov. 30	7.00	65.00
* Bronze Tuxedo. Bronze. Sport from Tuxedo.....	M.	Nov. 10	8.00	75.00
Bronze Volunteer. Rich bronze. Sport from Volunteer.....	M.	Thanksgiving	3.00	27.50
* Captivation. Mahogany red (Exhibition)....	T.	Nov. 10	3.00	27.50
* China Rose. Dragon's blood red.....	M.	Nov. 10	3.00	27.50
Chrome Emerald. Golden orange with gold cushion.....	M.	Nov. 25	4.00	35.00
* Citrus Queen. Lemon orange.....	M.	Dec. 1	5.00	40.00
* Coral Blaze. Orange bronze.....	M.	Nov. 25	4.00	35.00
† Crimson Glow. Crimson maroon.....	M.	Nov. 25-30	3.00	27.50
* Dark Pink Norma. Dark pink.....	M.	Nov. 10-Dec.	3.00	27.50
Early Garza Supreme. White.....	S.	Nov. 25	3.00	27.50
* Espy's Dark Pink Supreme. Sport from Pink Supreme	T.	Nov. 30	4.00	35.00
* Espy's White Supreme. White.....	T.	Nov. 30	6.00	50.00
* Estrelita. Bronze throughout, with a full regular cushion.....	M.	Nov. 15 & Later	3.00	27.50
† Freida. Pink.....	M.	Nov. 15	3.00	27.50
Garza Supreme. White.....	S.	Dec.	3.00	27.50
† Graceland. Pure white, with yellow center.	S.	Oct. 25	3.00	27.50
† Izola. Amaranth.....	M.	Nov. 1	3.00	27.50
* John Shields. Yellow.....	M.	Nov. 10	3.00	27.50
† Laelia. Rose pink.....	S.	Nov. 1	3.00	27.50
† Little America. Snow white.....	M.	Nov. 5	8.00	75.00
* Long Island Beauty. Light pink with yellow cushion.....	M.	Thanks. & Later	7.00	65.00
† Margo. Pinkish violet outer petals, with high, round, yellow cushion.....	S.	Nov. 5	3.00	27.50
* Marietta. Soft pink with very full cushion..	M.	Oct. 20	3.00	27.50
* Maritzia. Bright yellow with full highly rounded cushion	M.	Thanksgiving	3.00	27.50
* Norma. Orchid pink petals with golden pink cushion	M.	Nov. 10-Dec.	3.00	27.50
† Noveltie. White throughout, with large cushion	S.	Nov. 15	3.00	27.50
† Orchid Beauty. Orchid with golden cushion.	M.	Nov. 15	3.00	27.50
† Pink Lady. Pink petals with light pink cushion	S.	Nov. 15	3.00	27.50
† Red Rolinda. Red. Sport from Rolinda.....	M.	Nov. 20-Dec. 1	3.00	27.50
Rio Rita. Yellow.....	M.	Nov. 10	3.00	27.50
† Rolinda. Orange bronze.....	M.	Nov. 20-Dec. 1	3.00	27.50

Odd Formed—Feathery and Threadlike—Varieties

Name and Description	Height	Type	Matures	Price per 100	Price per 1,000
Benten. Bronze and deep red tips with green center.....	M.	Ter. Bud	Nov. 5-10	\$6.00	\$50.00
Japanese Maiden. Yellow.....	M.	Ter. Bud	Nov. 25	6.00	50.00
Miss Gena Harwood. Rosy mauve.	M.	Ter. Bud	Nov. 20	6.00	50.00
Ohkwan. Yellow.....	M.	Ter. Bud	Nov. 1	6.00	50.00
Patricia Grace. Shell pink.....	M.	Ter. Bud	Nov. 5	6.00	50.00
Peggy Ann Hoover. Lavender....	S.	Ter. Bud	Nov. 5	6.00	50.00
Pride of Tokyo. Creamy pink. A novelty with odd tubular petals.	T.	Aug. 25	Nov. 10	6.00	50.00
Rayonnante. Rose pink.....	M.	Ter. Bud	Nov. 1	6.00	50.00
Sam Caswell. Bright rose.....	M.	Ter. Bud	Oct. 25	6.00	50.00
The Dean. White.....	M.	Ter. Bud	Nov. 1	6.00	50.00
Unique. Rich wine red.....	T.	Ter. Bud	Dec.	6.00	50.00
Yellow Taggart. Yellow quilled petals covered with hair.....	M.	Ter. Bud	Nov. 1	6.00	50.00
Yomei. Golden tube petals with red spooned tips	M.	Ter. Bud	Nov. 10	6.00	50.00

"Mums"—Strong Rooted Cuttings Single Varieties—Daisy Type

Name and Description	Height	Matures	Price per 100	Price per 1,000
Absolute. Scarlet bronze with yellow center.	M.	Nov. 1	\$4.00	\$35.00
Aloma. Terra cotta bronze with yellow center	M.	Oct. 15	3.00	27.50
† Buckingham, Bronze. Bronze.....	S.	Nov. 5	3.00	27.50
† Buckingham, W. H. Pink. Pink.....	S.	Nov. 5	3.00	27.50
† Carnelia. Red	S.	Nov. 30	4.00	35.00
Charter Oak. Yellow.....	T.	Nov. 25	3.00	27.50
Dawn (Hasegawa). Chestnut bronze.....	T.	Dec. 10-25	4.00	35.00
D. Baker. Red.....	M.	Oct. 15-30	3.00	27.50
Elizabeth Firestone. Pink.....	M.	Nov. 15 & Later	3.00	27.50
Elizabeth McDowell. Bronze.....	M.	Nov. 15	3.00	27.50
† Fairy Queen. Intense orchid pink.....	S.	Nov. 10-15	15.00	125.00
Gladys Duckham. White.....	M.	Nov. 15-30	3.00	27.50
Golden Mensa. Yellow.....	M.	Nov. 10	3.00	27.50
Gretchen Piper. Yellow.....	M.	Oct. 25	3.00	27.50
Hasegawa Pink. Pink with golden center...	M.	Nov. 15-25	4.00	35.00
Hasegawa Poinsettia. Poinsettia red.....	T.	Thanksgiving	3.00	27.50
Helen Hubbard. Red.....	M.	Thanksgiving	3.00	27.50
Ida Skiff. Bronze.....	S.			

"Mums"—Single Varieties—Daisy Type (Cont.)

Name and Description	Height	Matures	Price per 100	Price per 1,000
Lighthouse. Bronze shading to watermelon red	M.	Nov. 1-15	\$4.00	\$35.00
Mason's Bronze. Burnt orange.....	M.	Nov. 5	4.00	35.00
†Melba. Reddish bronze.....	M.	Nov. 5	3.00	27.50
Miss Isabelle. Bronze.....	T.	Thanksgiving	3.00	27.50
Mrs. Darling. Red.....	M.	Nov. 1	3.00	27.50
Mrs. E. D. Godfrey. Light pink.....	T.	Thanksgiving	3.00	27.50
Pink Pride. Pink.....	M.	Nov. 15-30	3.00	27.50
Radiant. Bright red.....	M.	Nov. 5-10	3.00	27.50
†Red Melba. Red.....	M.	Nov. 5	4.00	35.00
*Red Rover. Crimson orange.....	M.	Nov. 5	3.00	27.50
†Sunburst. Sunburst orange.....	M.	Nov. 25	4.00	35.00
Sunny Boy. Yellow.....	M.	Nov. 15	3.00	27.50
Sunset. Yellow.....	M.	Dec. 10-25	3.00	27.50
†Tagoya. Brilliant goya red.....	S.	Nov. 1-5	3.00	27.50
†Thanksgiving Bronze. Dark bronze.....	M.	Thanksgiving	3.00	27.50
*Valencia. Orchid pink.....	T.	Nov. 30	3.00	27.50
White Godfrey. White.....	T.	Thanksgiving	3.00	27.50
White Mensa. White.....	M.	Thanksgiving	3.00	27.50
Woburn. Pink.....	T.	Nov. 15	3.00	27.50
Yellow Godfrey. Yellow.....	T.	Thanksgiving	3.00	27.50

Japanese Mountain or Cascade Varieties

Name and Description	Height	Matures	Price per 100	Price per 1,000
Agappina. Mahogany with tinge of yellow on the tips of the cushion florets.....	M.	Nov. 10	\$6.00	\$50.00
†Anna. Pure white single.....	S.	Oct. 30	6.00	50.00
Brown Button. Bronze.....	M.	Nov. 10	6.00	50.00
†Jane Harte. Yellow single.....	S.	Oct. 30	6.00	50.00

Hardy Varieties

Name and Description	Height	Select Bud	Matures	Price per 100	Price per 1,000
A. Barham. Orange bronze.....	S.	Decorative	Oct. 1	\$3.00	\$27.50
Adelaide. Mahogany.....	M.	Button	Early Oct.	3.00	27.50
Albert Muller. Apricot suffused with pink.....	M.	Decorative	Oct. 1	3.00	27.50
Alladin. Bronze.....	S.	Decorative	Sept.	3.00	27.50
†Amelia (Pink Cushion). Bright pink.....	S.	Decorative	Sept.	3.00	27.50
Barbara Cummings. Yellow shading to bronze.....	M.	Decorative	Sept.	3.00	27.50
Carrie. Yellow.....	M.	Decorative	Early	3.00	27.50
Cavalier. Rich vermillion-red....	M.	Single	Oct. 15	3.00	27.50
Dazzler. Cardinal red.....	M.	Single	Oct. 10-15	3.00	27.50
†Early Bronze. Bronze.....	S.	Button	Sept.	3.00	27.50
†Early Yellow. Yellow. Sport from Early Bronze.....	S.	Button	Sept. 15	4.00	35.00
†Eden. Rose pink.....	S.	Decorative	Oct. 1	3.00	27.50
Francis Whittlesey. Rich bronze and garnet.....	S.	Decorative	Sept. 30	3.00	27.50
Ganna. Bright pink.....	M.	Decorative	Oct. 12	3.00	27.50
†Glada. Soft pink.....	S.	Decorative	Sept.	3.00	27.50
Granny Scovill. Warm coral bronze.....	D.	Decorative	Oct. 15	3.00	27.50
Gypsy Girl. Chestnut crimson....	S.	Single	Early Oct.	3.00	27.50
Indian Summer. Bronze.....	M.	Single	Oct. 25	4.00	35.00
Jack Bannister. Light yellow....	M.	Decorative	Oct. 10	3.00	27.50
Jean Cummings. White.....	M.	Decorative	Sept.	3.00	27.50
Jean Treadway. Pink with dark center.....	M.	Decorative	Oct. 1-10	3.00	27.50
†Judith Anderson. Yellow.....	S.	Button	Oct. 25	4.00	35.00
Lorelei. Yellow.....	M.	Decorative	Sept. 10	3.00	27.50
Margot. White.....	S.	Button	Oct. 8	3.00	27.50
Normandie. White.....	S.	Decorative	Sept.	3.00	27.50
Provence. Soft pink blended with yellow.....	M.	Decorative	Sept.	3.00	27.50
Red Flare. Bright red.....	M.	Button	Oct. 15	3.00	27.50
R. Marion Hatton. Canary yellow.....	M.	Decorative	Oct. 1-10	3.00	27.50
Rosy Gem. Bright pink or rose....	M.	Decorative	Oct. 15	3.00	27.50
Ruth Cummings. Reddish bronze....	M.	Decorative	Early Oct.	3.00	27.50
Ruth Hatton. Ivory white.....	S.	Decorative	Oct. 10	3.00	27.50
September Queen. White.....	S.	Decorative	Sept.	3.00	27.50
Tasiva. White.....	M.	Decorative	Sept.	3.00	27.50
Vivid. Rosy crimson.....	M.	Decorative	Oct. 1-10	3.00	27.50
Wolverine. Yellow.....	M.	Decorative	Sept.	3.00	27.50
†Yellow Gem. Canary yellow....	M.	Button	Oct. 5-10	3.00	27.50
Yellow Normandie. Yellow.....	M.	Decorative	Early	3.00	27.50

Pot Plant Varieties

In addition to varieties listed here as essentially intended for pot plant culture, many of the varieties listed under both Pompons and Large Flowering Commercial are excellent as pot plants. Short and medium sorts should be used for this purpose. A number of such varieties are denoted by the character (†).

Name and Description	Height	Select Bud	Matures	Price per 100	Price per 1,000
Autumn Glow. Bronze red.....	S.	L. Pompon	Nov. 1	\$4.00	\$35.00
Benoit. Deep pink.....	S.	L. Pompon	Oct. 20-25	3.00	27.50
Bright Light. Bright yellow.....	S.	L. Pompon	Nov. 20	3.00	27.50

†—Good as pot plants.

*—Good disbudded.

Pot Plant Varieties (Cont.)

Name and Description	Height	Select Bud	Matures	Price per 100	Price per 1,000
*Bronze Prince. Bronze.....	S.	L. Pompon	Nov. 1	\$3.00	\$27.50
Brutus. Bronze.....	S.	L. Pompon	Nov. 10	4.00	35.00
Caprice. Butler. Deep pink.....	S.	L. Pompon	Oct.	3.00	27.50
Caprice. Lilac. Deep lilac.....	S.	L. Pompon	Oct.	3.00	27.50
Caprice. Purple. Purple.....	S.	L. Pompon	Oct.	3.00	27.50
Caprice. White. White.....	S.	L. Pompon	Oct.	3.00	27.50
Caprice. Yellow. Yellow.....	S.	L. Pompon	Oct.	3.00	27.50
Floradora. Light bronze florets, orange cushion.....	S.	Anemone	Nov. 1	3.00	27.50
*Greystone. Golden orange.....	S.	L. Pompon	Nov. 10	3.00	27.50
Kathleen Thompson. Bronze.....	S.	L. Pompon	Oct.	3.00	27.50
Ohio State. Yellow.....	S.	Anemone	Nov. 1	3.00	27.50
Orchid Gem. Pink.....	S.	Single	Oct. 25	8.00	75.00
Patty. Pink.....	S.	L. Pompon	Late	3.00	27.50
Peggy. Light pink.....	S.	L. Pompon	Nov. 10	3.00	27.50
*Rose Mandel. Deep lavender.....	S.	L. Pompon	Oct. 15	4.00	35.00
*Savanta. White, with tint of pink.....	S.	L. Pompon	Nov. 1	3.00	27.50
*Titian Beauty. Bronze.....	S.	Anemone	Nov. 25	3.00	27.50
*W. H. Lincoln. Yellow.....	S.	L. Pompon	Late	3.00	27.50

Hardy Korean Varieties

Name and Description	Height	Select Bud	Matures	Price per 100	Price per 1,000
Agnes Selkirk Clark. Apricot salmon.....	M.	Single	Sept. 25	\$7.00	\$65.00
Aphrodite. Pink.....	S.	Single	Oct. 15	4.00	35.00
Apollo. Bronze red.....	M.	Single	Oct. 12	3.00	27.50
Cores. Old gold.....	M.	Single	Oct. 10	3.00	27.50
Country Girl. Pink.....	T.	Single	Oct. 10	3.00	27.50
Daphne. Pink.....	M.	Single	Oct. 12	3.00	27.50
Diana. Rose pink.....	M.	Single	Oct. 12	3.00	27.50
Ember. Coral and orange bronze.....	M.	Decorative	Oct. 15	8.00	75.00
Hebe. Lavender pink.....	M.	Single	Oct. 15	3.00	27.50
Innocence. White.....	S.	Single	Sept.	3.00	27.50
King Midas. Yellow.....	M.	Decorative	Sept. 30	8.00	75.00
Louise Schling. Bronze salmon.....	M.	Single	Oct. 5	3.00	27.50
Mars. Wine-red.....	M.	Single	Oct. 15	3.00	27.50
Mercury. Blend of old rose and salmon.....	M.	Single	Sept. 30	3.00	27.50
Nancy Copeland. Red.....	M.	Single	Sept. 25	7.00	65.00
Orion. Canary yellow.....	M.	Single	Oct. 5	3.00	27.50
Pink Lustre. Orchid pink.....	M.	Single	Sept. 25	7.00	65.00
Romany. Reddish bronze.....	M.	Decorative	Oct. 5	4.00	35.00
Saturn. Bronze.....	M.	Single	Oct. 12	4.00	35.00
The Moor. Amaranth purple.....	S.	Decorative	Sept. 25	8.00	75.00
The Urchin. Crushed raspberry and gold.....	M.	Semi-double	Oct. 10	7.00	65.00
Venus. Pink.....	M.	Single	Oct. 12	4.00	35.00
Vulcan. Bronze crimson.....	M.	Single	Oct. 5	3.00	27.50

Hardy Korean Chrysanthemums

Here we offer a complete assortment of Korean Chrysanthemums, covering the flowering season from early to late fall. This class is a very worthy addition to the Hardy Chrysanthemums, and is now in great favor with the public.

POPULAR RECENT INTRODUCTIONS

All from 2-inch Pots — Delivery Spring, 1939

ASTRID. Astrid is a hybrid of the extremely hardy species. The single, Daisy-like flowers are three inches or more in diameter and are a lovely shade of shell pink warmed with old rose tints, with a bright yellow center; attractive light green foliage.

Per 10.....\$1.50 Per 100.....\$10.00

COUNTRY GIRL. The flowers are a lovely shade of glistening pink with soft lilac tones, measuring 3½ inches or more across. Grows to a height of 4 to 5 feet. Very effective for border and excellent for cutting.

Per 10.....\$1.50 Per 100.....\$10.00

SPECIAL NOTE! We have an exceptionally fine collection of Hardy Chrysanthemums. Complete list ready February 15th, 1939. A copy will be mailed free.

HEBE. Luminous pink assuming soft lavender-pink tones as the flower matures. A faint silvery halo surrounding the golden yellow center effects a lovely combination. The flowers are delightfully fragrant and are produced in quantities during late September and through October. Height 2½ ft. Per 10.....\$1.50 Per 100.....\$10.00

LOUISE SCHLING. Flowers are fully 3 inches across, with three or four rows of petals, fluffy and distinct in appearance. Glowing salmon-red in color, changing to a lovely soft bronze-salmon as the flower matures.

Per 10.....\$1.50 Per 100.....\$10.00

PINK LUSTRE. Beautiful orchid pink. Per 10.....\$1.50 Per 100.....\$10.00

One of the most beautiful flowering pot plants. Place in 34 to 40 degree temperature and after start of growth increase to 45 to 50 degrees. Be sure and keep moist. Forcing time required, 4 weeks.

CALCEOLARIAS

From 2½-inch pots. Fall, 1939, delivery. Produced by a grower who is fully conversant with the "know-how" of producing plants that satisfy.

PURE FLAME. Exactly as the name describes—a beautiful clear sparkling red. We cannot say too much in its favor. Per 100.....\$20.00

SENSATION. This is the finest Hybrid Calceolaria ever developed. Its compact, even growth, small glossy foliage and its wide range of colors make it distinctly superior. Per 100.....\$15.00

GOLDEN BRONZE GROUP. A most unusual assortment of colors, including yellow, orange flame, apricot bronze and golden brown. Grown from cuttings. Per 100.....\$20.00

THE ROYAL REDS. This is a marvelous assortment of brilliant glowing Reds grown from cuttings. The best Reds ever offered the trade. Per 100.....\$20.00

Per 100

Valentine Greeting (James). Orange, yellow and red. Very early.....\$12.00

Easter Greeting (James). Good range of colors.....12.00

Perfect Model Improved (James). Large flowers, fine colors.....10.00

Goliath (James). Largest flowers, similar to Perfect Model.....10.00

Feltham Glory. Rust and mahogany shades.....10.00

MOTHER'S DAY VARIETIES GROWN FOR CUTTINGS

Stewartii. Canary yellow.....\$18.00

Pink Beauty. Strawberry color.....18.00

Talisman. Talisman color.....18.00

Golden Gem (Little Gem). Color of Stewartii. Flowers one-third their size.....18.00

Rosackers Brilliant. Deep red.....18.00

Perfection (James). A real boon to florists. All colors; very strong grower.....18.00

Vermilion Supreme. Clear vermillion red.....20.00

Perfection (James). All colors. A very strong grower. 18.00

All plants are shipped in paper pots. All shipments made in white pine shipping cases.

PRIMULAS — HARDY PRIMROSES

One of the most beautiful flowering pot plants. Place in 34 to 40 degree temperature and after start of growth increase to 45 to 50 degrees. Be sure and keep moist. Forcing time required, 4 weeks.

Cashmeriana. Pleasing blue.

Vulgaris. Pure yellow.

Polyanthus Giant Yellow.

Polyanthus Giant White.

Polyanthus Giant Red.

Cortusoides. Deep rose.

Polyanthus Giant Hybrids.

Variation of beautiful colors.

Polyanthus Gold Lace. Mahogany brown edged yellow.

Strong Forcing Clumps of all of the above—

Per 10.....\$1.50 Per 100.....\$10.00

VIOLETS

Best if planted after late frosts in 34 to 38 degree temperature. Forcing time required, 4 weeks.

Princess of Wales. Rich deep purple.

Frey's Fragrant. Rich purple.

Rosina. Bright pink.

Wellsiiana. Variation from blue to white.

Strong Selected Forcing Clumps of all of the above—

Per 10.....\$1.50 Per 100.....\$10.00

VIOLAS

The most easily forced plants. Will force in 4 weeks.

Purple Glory. Extra large rosy purple flowers.

Wedgewood. Striking dark violet.

W. H. Woodgate. Purple violet blue.

Strong Forcing Clumps of all of the above varieties—

Per 10.....\$2.00 Per 100.....\$15.00

Fertilizers Pay Big Dividends in Extra Profits

AGRICULTURAL SULPHUR "Toro" Brand

"Toro" Brand is an activated Agricultural Sulphur Compound especially prepared for increasing crop yields. It oxidizes quickly and thereby produces earlier and better results.

100-lb. bags Each \$3.50

BLOOD AND BONE—Tankage

100 lbs.	\$ 2.75
500 lbs.	13.20
1000 lbs.	23.90
Ton	43.40
Carload	Per ton 41.25

F. O. B. Chicago Heights

BLOOD, BONE AND SULPHATE OF POTASH

Analysis: 5% nitrogen, 8% total phosphoric acid, 7% sulphate of potash. An excellent fertilizer for plants and vegetables grown under glass. Nitrogen and phosphorus all organic. Potash in form of sulphate makes it particularly desirable for Carnations. Feed Carnations 4 lbs. per 100 sq. ft. and Roses 6 lbs. per 100 sq. ft. Has also been used very successfully on all outdoor plantings, particularly bulbs. 100-lb. bags.

100 lbs.	\$ 3.25
500 lbs.	15.50
1000 lbs.	29.30
Ton	51.55
Carload	Per ton 49.05

F. O. B. Chicago Heights

STEAMED BONE MEAL

2% nitrogen, 24% total phosphoric acid. Used under glass or outside for nearly all plants. Size bags, 100 lbs.

100 lbs.	\$ 2.35
500 lbs.	11.00
1000 lbs.	21.00
Ton	37.50
Carload	Per ton 36.50

F. O. B. Chicago Heights

CALCIUM NITRATE

15% nitrogen.	F. O. B.	F. O. B.
	Chicago	New York
5 lbs.	\$ 0.75
10 lbs.	1.25
25 lbs.	2.00
50 lbs.	3.00
100 to 400 lbs.	Per 100 lbs.	\$ 4.50
500 to 1900 lbs.	Per 100 lbs.	4.80
1 or more tons.	Per ton	75.00

Note: No less than 100 lbs. supplied from New York.

LIME

Agricultural Hydrated—325 Mesh

For dusting, spraying, and an acrid soil neutralizer. 100% calcium carbonate equivalent. Used to sweeten sour soils. Essential plant food for some legume plants. Size bags, 50 lbs.

50 lbs.	\$ 0.65
100 lbs.	1.25
500 lbs.	6.00
1000 lbs.	10.00
Ton	19.45
Carload	Per ton 19.00

THIS IS A PARTIAL LIST

For Complete Line of

FERTILIZERS

refer to the catalog of

AMERICAN FLORIST SUPPLY CO.

Copy mailed free on request

CHARCOAL

Six Different Sizes

No. 2	"Lump"	1/2-inch Mesh
No. 3	"Pea—Large"	1/3 inch Mesh
No. 6	"Pea—Small"	1/6 inch Mesh
No. 16	"Rice size"	1/16 inch Mesh
No. 36	"Sugar size"	1/36 inch Mesh
No. 100	"Powder"	1/100 inch Mesh

Packed in 50-lb. bags Each \$1.50

SPECIAL FLORISTS' MIXTURE

Armour's

All inorganic and quickly available—5% nitrogen, 15% available phosphoric acid, 5% potash. Highly recommended to the commercial grower for all types of plants either under glass or outside. Promotes thrifty growth and profuse blossoming. Before planting apply 6 lbs. per 100 sq. ft. and work thoroughly into soil.

100 lbs.	\$ 2.85
500 lbs.	13.25
1000 lbs.	26.00
Ton	45.00

F. O. B. Chicago Heights

DRIED BLOOD

13 1/2% organic nitrogen. Rather coarse in physical form and dissolves slowly. Ideal in manure mulch on bench plants. 2 to 4 lbs. per 100 sq. ft. Size bags, 100 lbs.

100 lbs.	\$ 5.40
500 lbs.	24.95
1000 lbs.	45.50
Ton	86.10
Carload	Per ton 81.80

F. O. B. Chicago Heights

LEAF MOLD

Finest quality milled. Two-bushel sacks. Weight 65 lbs.

1 to 4 sacks.	Each \$ 1.00
5 to 9 sacks.	Each .95
10 or more sacks.	Each .90
Carload—20 tons	Per ton 20.00

F. O. B. Producer, Northern Indiana

NITRATE OF SODA

16% inorganic nitrogen, readily soluble and quickly available—use inside or outside as top dressing—side dressing—or in liquid manures.

Size bags, 100 lbs.

100 lbs.	\$ 3.15
500 lbs.	14.45
1000 lbs.	26.25
Ton	50.00
Carload	Per ton 49.00

F. O. B. Chicago Heights

NITROPHOSKA

15% nitrogen, 30% phosphoric acid, 15% potash.

F. O. B.	F. O. B.
New York	Chicago
10 lbs.	\$ 1.50
25 lbs.	2.75
50 lbs.	4.50
100 lbs.	6.00
500 lbs.	29.00

3.15
2.75
4.75
6.95
33.75

WIZARD SHEEP OR CATTLE MANURE

2% nitrogen, 1% total phosphoric acid, 2% potash. Treated so that weed seeds in it are killed. Size bags, 100 lbs.

100 lbs.	\$ 2.30
500 lbs.	9.00
1000 lbs.	17.00
1 ton to 5 tons	Per ton 31.50
5 tons to 19 tons	Per ton 29.50
Carload	Per ton 27.75

F. O. B. Stock Yards—Chicago, East St. Louis, Ill., or Kansas City, Mo.

Clean Plants Will Produce Clean Stock

ALUMINUM SULPHATE

Used by growers for turning Hydrangeas blue.	
5 lbs.	\$0.40
10 lbs.	.60
25 lbs.	1.15
50 lbs.	1.90
100 lbs.	3.50

ARSENATE OF LEAD

For spraying or dusting. A poison for controlling most leaf-eating pests.	
1-lb. cans. Each	35c
2 Dozen	\$ 6.00
4-lb. bags. Each	75c
Case of 6	4.00
100-lb. drums	16.00
500 to 1,900 lbs. Per 100 lbs.	15.50
1 ton or more. Per 100 lbs.	15.00

"BLACK ARROW" INSECT DUST

A Pyrethrum Dust—Non-Poisonous. No. 5000 for Greenhouses. No. 2700 for Mushroom Growers.	
No. 2700	No. 5000
10 lbs.	\$ 3.40
25 lbs.	6.75
50 lbs.	13.00
100 lbs.	25.00
	\$ 2.70
	6.25
	11.50
	21.00

Very effective, and economical to use.

"BLACK LEAF 40"

Nicotine Sulphate—for commercial use.	
5-lb. tin	\$ 5.85
10-lb. tin	9.85
50-lb. drum	45.00

FOR COUNTER RE-SALE—

Each	Dozen
1-oz. bottles	\$0.35
5-oz. bottles	1.00
1-lb. bottles	2.10
2-lb. tins	3.10
	27.75

BORDEAUX MIXTURE—Dry

A very effective fungicide for control and prevention of mildew, blight, scab, black rot, and leaf curl. Also most fungous diseases on plants, fruits, etc.	
1-lb. cans. Each	30c
Dozen	\$ 2.50
4-lb. bags. Each	65c
Case of 6 bags	3.30
100-lb. drum. Each	13.00

CORROSIVE SUBLIMATE (Mercuric Chloride)

A very effective bulb disinfectant, especially prepared to control Gladiolus Thrips.	
4-oz. bottles. Each	\$ 0.95
1 to 4 lbs.	1.95
5 to 24 lbs. Per lb.	1.80
25 lbs. or more. Per lb.	1.65
Solution—1 lb. to 96 gallons water.	

CUPROCIDE—Red Copper Oxide

1-lb. tins. Each	\$ 0.90
5-lb. tins. Each	3.75

THIS IS A PARTIAL LIST

For Complete Line,

refer to the catalog of

AMERICAN FLORIST SUPPLY CO.

Copy mailed free on request

MULTICIDE SPRAY—New

A non-poisonous, Pyrethrum spray, containing activator and soap spreader in proper proportion.	
1-quart tins. Each	\$ 2.50
1-gal. tins. Each	9.50
5-gal. tins. Each	42.50
10-gal. drums. Each	82.00
30-gal. drums. Each	214.50
53-gal. drums. Each	363.00

NAPTHOLINE FLAKES

10 lbs.	\$ 1.25
25 lbs.	2.75
50 lbs.	5.00
100 lbs.	9.00

NICO-FUME—Liquid

Free Nicotine 40% for Spraying and Fumigating.	
1-lb. tin. Each	\$ 2.25
4-lb. tin. Each	5.75
8-lb. tin. Each	10.00
40-lb. drum. Each	44.00
Note: 4-lb. tin approximately 1/2 gallon.	
8-lb. tin approximately 1 gallon.	

NICO-FUME PRESSURE FUMIGATOR

1/2-lb. Cans	1-lb. Cans
1 can	\$0.45
6 cans	2.40
12 cans	4.20
	\$0.75
	3.75
	7.00

NICO-FUME POWDER

Lights quickly. Burns evenly. No waste.	
10-lb. tin. Each	\$ 5.85

No. 114-Y SPRAY

New greenhouse spray giving wonderful results in the Chicago territory.	
Quart cans. Each	\$ 2.50
Gallon cans. Each	8.50
5-gallon drums. Each	37.50

"RED ARROW" SPRAY

A very effective spray for both chewing and sucking insects. Contains proper proportion of Soap spreader and activator.	
1-oz. bottles. Each	35c
Dozen	\$ 2.70
Pint bottles. Each	2.70
Quart cans. Each	3.60
Gallons. Each	9.70
Case of 6—1-gallon cans	52.50

TARTAR EMETIC

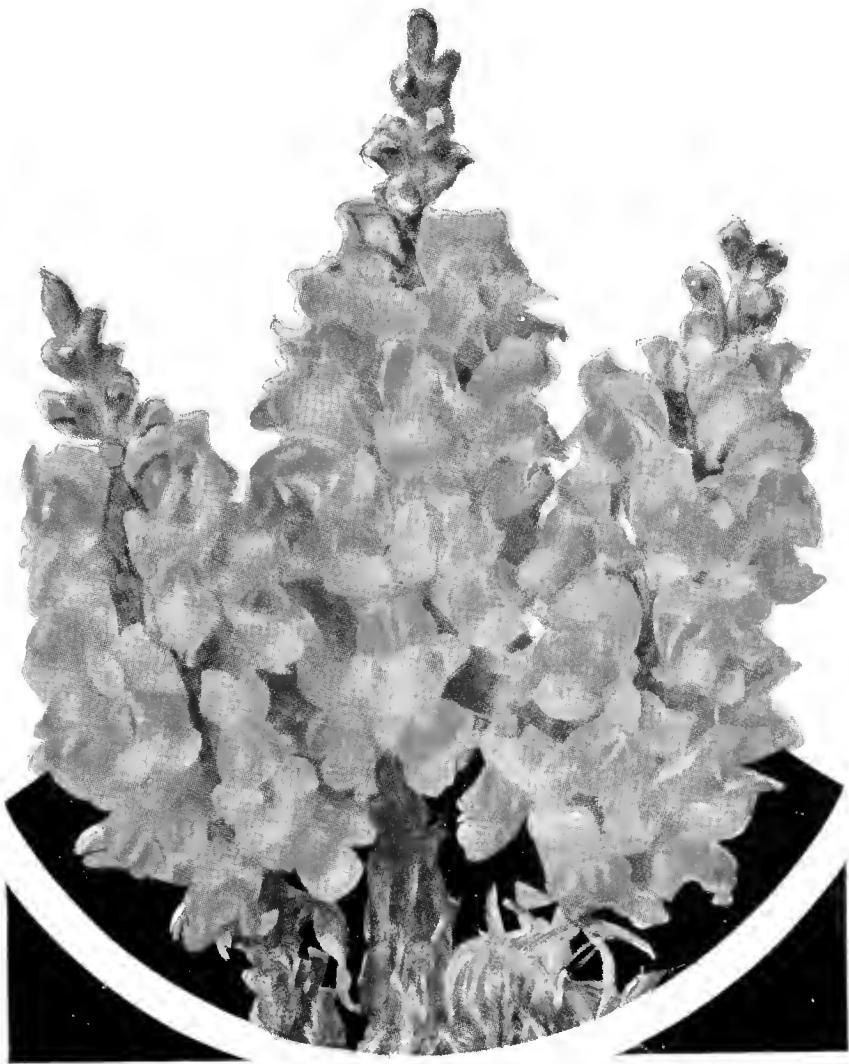
For Gladiolus Thrips—absolute control if properly used.	
1-lb. packages. Each	79c
Formula:	
4 lbs. Tartar Emetic; 16 lbs. Brown Sugar; 100 gallons of water.	

"VOLCK"

A Nursery and Greenhouse Oil Spray.	
Quart can. Each	\$ 0.75
Gallon can. Each	2.00
5-gallon drum. Each	6.25
14-gallon drum. Each	14.00
28-gallon drum. Each	25.00
54-gallon drum. Each	45.00

LETHANE SPREADER

Gallon tins. Each	\$ 1.80
5-gallon tins. Each	8.50



New "Cut and Come Again" Snapdragon
"St. George" (Malmaison)

DWARF ANTIRRHINUM SNAPDRAGON

"MALMAISON TYPE"

"Malmaison" has been acclaimed the finest of all Antirrhinums for bedding. (Also desirable for cutting.) Free-flowering, erect and so sturdy that they stand up against almost any adverse weather conditions, these three—"Royal Rose," "Royal Cerise" and "St. George"—are varieties which can be recommended without hesitation for all purposes to which Antirrhinums lend themselves.

"ST. GEORGE"

The color of "St. George" is orange-cerise, but of a new shade, which makes it absolutely distinct from all other varieties. The spike is dense and the pips are placed closely together, making a perfect general and colorful effect. The individual flowers are large and compare very favorably with any known commercial variety. (See adjoining photo.) Tr. Pkt..... 50c 3 Tr. Pkts..... \$1.25

"ROYAL ROSE"

"Royal Rose" is truly a regal variety. The color is almost impossible to describe and must be seen to be appreciated, for even to say that it is the deepest and richest rose imaginable does not do it justice. There is apparent in every flower that quality of tone and velvet sheen that reminds one of the texture of the Rose. As with "St. George," the spike is dense, and the individual flowers placed closely together. Tr. Pkt..... 50c 3 Tr. Pkts..... \$1.25

"ROYAL CERISE"

Same type as "Royal Rose," but a beautiful cerise shade.
Tr. Pkt..... 50c 3 Tr. Pkts..... \$1.25

MARIGOLD DWARF, FRENCH DOUBLE

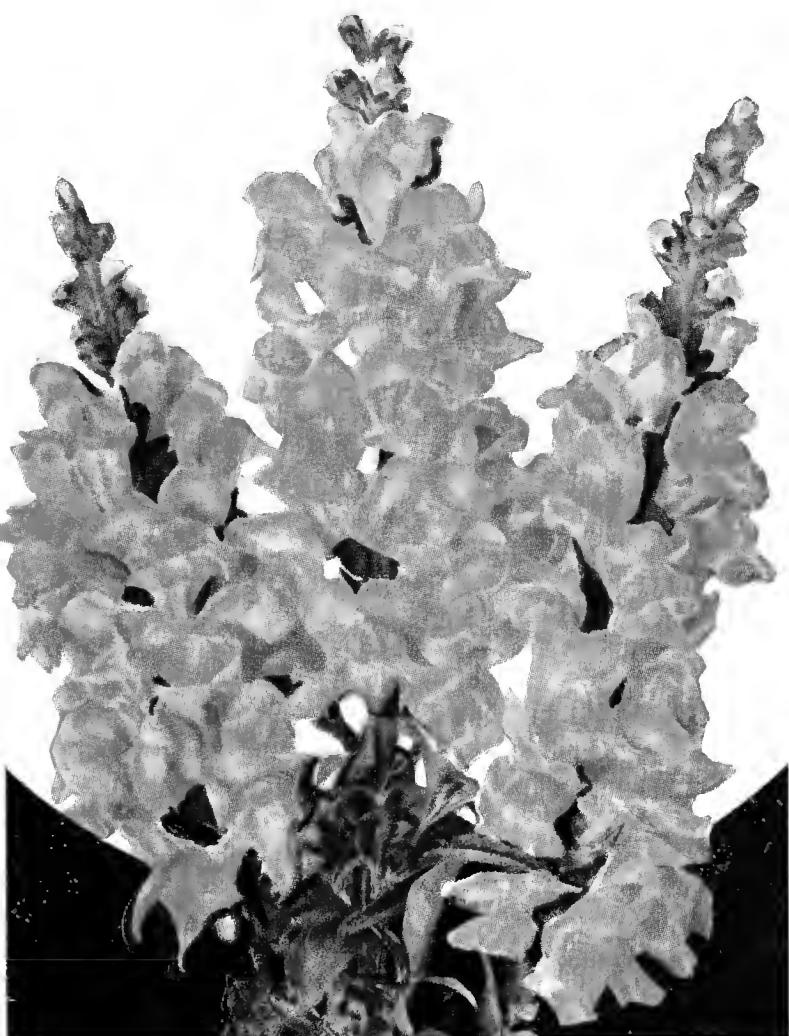
Improved "Harmony"

Improved "Harmony" is in a class with Gold Medal winners. While it is listed as a Dwarf French Double variety, it is of a very charming and distinct type. The flowers are quite different from any other Marigold—Scabiosa-like in formation, with tubular deep orange center petals flanked by broad velvety dark maroon-brown guard petals. The plants are dwarf, about a foot high, compact, exceedingly free blooming, and extremely early. We have had reports of its being in full flower in western New York on July 1st, which is very early for Marigolds. It comes 100% true to type, color and habit. Equally as desirable for cutting as well as pot plants, window boxes and bedding.

Tr. Pkt.... 25c 1/4 oz.... 35c Oz.... \$1.00 1/4 lb.... \$3.00 Lb.... \$10.00



Marigold Improved "Harmony"



New "Cut and Come Again" Snapdragon
"Royal Rose" (Malmaison)

NEW DELPHINIUM

"GIANT PACIFIC HYBRIDS"

(Vetterle & Reinelt)

During the past few years this American strain of Delphinium has come into the greatest favor with Delphinium growers.

The particular claims made for this strain have been well substantiated by us, and they justify our high recommendation. These improvements claimed are the large degree of mildew resistance, the firm, whip-like stems, the double flowers of unusually large size, the beautiful variation of shades and colors, and the fact that the flowers do not shatter easily.

This new strain is destined to become extremely popular with the public, both as a cut-flower and as a garden show plant. (See adjoining illustration.)

	Tr. Pkt.	Oz.
Lavender Shades	\$1.25	\$12.00
Pastel Shades	1.25	12.00
Light Violet Shades	1.25	12.00
Dark Violet Shades	1.25	12.00
Light Blue Shades	1.25	12.00
Dark Blue Shades	1.25	12.00
The Mixture of the above	1.25	12.00
For the above—		
1/8 oz.....	\$2.00	1/4 oz.....\$3.50
		1/2 oz.....\$7.00

VETTERLE & REINELT "CLEAR WHITE"

Individual florets are 2 to 2½ inches in diameter, well spaced on large well-balanced spikes. The color is a clear glistening white with heavy texture. Absolutely outstanding!

Tr. Pkt.....	\$1.50	1/8 oz.....	\$2.25
1/4 oz.....	\$4.00	Oz.....	\$15.00

BLACKMORE & LANGDON'S HYBRID MIXTURE

(Originator's Strain)

Too well known to need any commendation on our part.

Tr. Pkt.....\$1.00 1/4 oz.....\$2.00 Oz.....\$7.00

We believe that production of both of the above-named strains will supply everything that might be desired in the Hybrid Delphinium family.

AMERICAN BULB CO.
CHICAGO • NEW YORK

